American Perfumen and Essential Dil Review

PERFUMER PUB. CO. NEW YORK

MAY 3 - 1932

FEBRUARY Dipertment of Agricult









See also page 9



M. NAEF & CO.

GENEVA SWITZERLAND

ROSE BLANCHE

No. 287

The best of the indispensable

Rose adors —A remarkably sweet

and bland bouquet for extracts

and powders particularly.

LILANTHEME

The ultimate in accomplishment in the perfection of a synthetic Lilac.

For fidelity to the true floral note, freshness and lasting strength, Lilantheme is now the outstanding Lilac odor available—and reasonably priced.

Sole U. S. Agents:

UNGERER & CO.

13-15 West 20th Street NEW YORK

ANTHEROSIA

Introduced recently, Antherosia is already a success. The most faithful reproduction of the Wild Honeysuckle, it is sweet, lasting and moderate in price.

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THIS MONTH AND NEXT

WE follow our review of business conditions in the manufacturing industry, which was presented last month, with an interesting survey of the Retail Trade. It indicates that business is showing signs of improvement and that the outlook is better. Radio advertising also again engages our attention. Mr. Chilson presents his views of the problems of mixing liquids and his "Diary" is as interesting as ever. Mr. Fairman wonders if all the changes are necessary or advisable. We have been wondering ourselves on this point and our ideas are clearer after reading his interesting story. The story of American geranium experiments is continued and will run over next month as well. We promise and forecast some very interesting observations on the "Trend in Perfumes," if there is one, and an article on an important phase of toilet goods advertising with which you may or may not agree but in which you will certainly be interested.

American Perfumer

and Essential Dil Review

Trade Mark Registered U. S. Patent Office

VOL. XXVI

Copyright 1932-Perfumer Publishing Co.

No. 12

= "I can get that account back



we can make perfume stay

CLEAR"

By all means help yourself to get back that good business.

Produce your perfumes with assurance that they will stay *c-l-e-a-r* by using American *EVERCLEAR* alcohol.

Protect and preserve the quality of your fine essential oils by using *EVERCLEAR* Alcohol, exclusively.



AMERICAN COMMERCIAL ALCOHOL CORPORATION

405 Lexington Avenue - - New York, N. Y.

Plants: Pekin, III.; Philadelphia, Pa.; Gretna, La.; Sausalito, Cal. Sales offices in most large cities. Warehouse stocks carried at all principal consuming points.

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American Perfumer

and Essential Dil Review

FEBRUARY, 1932

Established 1906

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Vol. XXVI No. 12

Radio Advertising's Present Trend

The Emphasis Shifts to Hard Direct Selling with Interesting Results and Possibilities by S. L. Mayham

F the sponsored radio programs now going on the air from the two leading chains, twenty-three per cent carry the messages of houses in the

toilet preparations, soap and drug fields. Only a single group, food products, exceeds this with a percentage of 29. The third industry, the automotive trails far behind with barely 10 per cent. Only a minor proportion of this time on the air is devoted to drugs, most of it being toilet preparations and soap.

Statistics, unfortunately, are not to be had covering the programs of the vast number of independent stations and minor voluntary chains which enmesh the country, but a study of their programs,

so far as they are available, leads to the belief that the percentage of toilet preparations advertising as compared with other lines of business reaching the public through such stations is practically as great as that for the two major chains. These small independents have little appeal to the institutional advertising of the huge industrial corporations. They are, however, excellent trial balloons for the moderate-sized business and hence, a greater proportion of their programs may reasonably be expected to cover local or sectional enterprises in our particular field.

This tremendous volume of radio advertising of soaps and toilet preparations has not been built up without trials, tribulations and growing pains, not only on the part of the broadcasting companies but also in the industry, which is making such important use of broadcasting facilities. Gradually, however, certain trends are developing which may be considered as reasonably permanent features of broadcast advertising. Ideal conditions will never be reached, either from the standpoint of the average listener or that of the advertiser, but rules and principles will inevitably follow early chaos in this as in other lines of business endeavor.

There is no doubt that the trend in radio advertising at the moment is away from the institutional and strictly good-will appeal and toward the ultimate end of all advertising, namely the sale of specific products. Many reasons have been advanced for this change in

emphasis, and many and varied effects have been predicted by those prone to prophesy. It is not surprising that the predictions have turned to the darker side of the picture. Few prophets are cheer-

Inevitably, the business depression has been blamed by many for the change in the broadcast advertising appeal. It is said that money is not available for goodwill broadcasts or institutional advertising. Doubtless there is something in this argument but it is very doubtful that it

tells more than a fraction of the real story. Depression or not, the trend was bound to be toward the directselling method on the radio and in printed copy as well. Any advertiser, and especially one of moderate size and importance, is far more difficult to sell on an institutional campaign than on one where an immediate dollar return may at least be indicated. It is axiomatic also that the advertiser likes to check the results of his expenditure of effort and money, and this is especially true where the medium is new and unproven.

The results of this shift in emphasis have been numerous. The direct effect has been a change in the continuity and method of program presentation; and it is just here that the controversy over modern broadcast advertising methods arises. The amount of time devoted to selling has certainly increased, but probably not to the extent which the average listener believes. In order to check the percentage of time given to entertainment and to advertising, two typical cosmetic programs given during the current month are printed below, with a study of their timing.

The Pond's Program

(Fanfare) Announcer-You are invited to be the guests of Pond's!

(Theme) Hostess—(Over Theme) Good evening, everybody! Your Hosts... they're the the people who make Pond's Cold Cream and Pond's Vanishing Cream... want you to meet a very handsome young man whom many of you may know already. He's William O'Neal... and maybe you heard him in "New Moon," or "The Desert Song," or "Countess Maritza," or in Heywood Broun's revue, "Shoot the Works." Bill... everybody seems to call him that... is going to sing some of his favorites... and yours. Maybe you've seen the musical picture "Delicious." Well, it has songs by those two out).

Mr. Leo Reisman has taken the songs... "Somebody from Somewhere," "Deleechious," and "Blah Blah," and fixed them into one of his medley overtures... and it's ... well, it's "Delicious."

1. (Medley Overture, Delicious . . . Orchestra)
Hostess—When Heywood Broun staged "Shoot
the Works," the vocal hit of the evening was
Bill O'Neal singing a song called "Don't Ask
Me Why."

Last week, a new German film made a hit . . . and some of us were surprised to hear "Don't Ask Me Why" in that picture. Well, it appears that Bill picked "Don't Ask Me Why" out of the picture . . . "Das Lied Ist Aus" . . . and interpolated it in Mr. Broun's show. So here's an American hit and a German hit, all in one . . . and Bill O'Neal's going to sing it in both languages.

2. (Das Lied Ist Aus William O'Neal) Hostess—We haven't time for an encore now, Mr. O'Neal, but that'll come in just a while! Now, there's something our hosts would like to have all the ladies know... and it's about vanishing cream. You see, the people who make Pond's Vanishing Cream are pretty proud of it... because it's such a fine powder base, and because it protects your complexion like nothing else does. You know, when you apply vanishing cream as a powder base, you do it because you want to keep the powder on for quite a few hours... and Pond's keeps the powder on smoothly and firmly all that time.

But that isn't all. Pond's can't and won't dry your skin, no matter how sensitive it is . . . and that's awfully important. You see lots of complexions that have been pretty nearly ruined by unknown preparations. But Pond's protects your complexion and keeps it looking lovely all the time. Maybe that's a good deal to ask of a vanishing cream . . . to have it keep your powder on the way you want it for hours and at the same time, to protect your complexion and keep it fresh and attractive. But remember . . . the vanishing cream that does this is Pond's Vanishing Cream!

3. (The Sun's in My Heart Orchestra)

Hostess—That was one of those cheerful
songs—"The Sun's in My Heart"—and here's a

waltz you've never heard before. It's called "The Song That Makes Me Blue."

4. (The Song That Makes Me Blue Orchestra) Hostess—Last week, Vincent Youman's adaptation of "Smilin' Through"...he calls it "Through the Years"...had its first appearance here. The song hit of "Through the Years," is "Drums in My Heart," and here's Bill O'Neal to sing it ... with, of course, the special blessings of the copyright owners.

5. (Drums in My Heart William O'Neal) Hostess—That's the voice, Bill . . . and we'll want more of it in a few minutes. Here's a tune a lot of people are taking a fancy to. It's by Seymour Simons, who lives in Detroit, and he calls it "All of Me."

6. (All of Me Orchestra)
Hostess—We thought you'd like to hear Bill
O'Neal sing one of the songs from the romantic
musical shows in which he was a very romantic
hero. He's six feet two and a half . . . and well
. . . he's very romantic! So here's the theme
song of "The Desert Song," by the hero . . .

7. (The Desert Song William O'Neal) Hostess—Thanks a lot, Bill. It's been fine having you on our Pond's program this evening. Do y'all mind if I just add a little something to what I told you a little while ago? I talked about Pond's Vanishing Cream... and how it's such a grand powder base... and how it's good for your complexion always. Well, somebody might think a vanishing cream like that must cost a lot of money. But Pond's doesn't. In fact, any woman can afford it.

You might imagine that queens and duchesses and all sorts of distinguished people like the Duchess of Marlborough and Mrs. Morgan Belmont who can afford the best of everything, could spend a lot more for vanishing cream than most people. But they don't. They want the best...and that's why they choose...and use...the inexpensive pure white Pond's Vanishing Cream. They think it's foolish to pay more for trick jars or unknown preparations which might injure the complexion. They want a vanishing cream that holds on the powder and just makes friends with your skin. So do you. And remember... the vanishing cream that does this is Pond's Vanishing Cream.

8. (Winsome Worrisome You Orchestra)

Hostess—(Over Music). That's a new tune
... "Winsome Worrisome You" is the name ...
You won't forget what I told you about Pond's
Vanishing Cream, will you? And I wish you'd
remember the other Pond's beauty things...
Pond's Cold Cream, Skin Freshener and those
handy Cleansing Tissues.

Next week, we're going to have Miss Ruth Etting with us. You'll all join us again on Friday, won't you?... And now... Goodbye! (Music of To Finish)

This program has come to you from the NBC Studios in New York.

A time study of this program as actually presented



A GROUP OF PRODUCTS ADVERTISED OVER THE TWO LEADING CHAINS

A GROUP OF PRODUCTS ADVERTISED OVER THE TWO LEADING CHAINS

Sponsors of these Products are: Wildroot Co. (NBC), Bourjois, Inc. (CBS), La Gerardine, Inc. (CBS), F. W. Fitch Co. (CBS), Curran Laboratories (NBC), Calsodent Products Co. (NBC), Manhattan Soap Co. (NBC), Campana Corp. (NBC), Pond's Extract Co. (NBC) Stanco, Inc. (NBC), Procter & Gamble Co. (NBC), Andrew Jergens Co. (CBS and NBC), Colgate-Palmolive-Peet Co. (NBC), Frostilla Co. (CBS), Bristol-Myers Co. (NBC), Iodent Chemical Co. (NBC), Pepsodent Co. (NBC), Kolynos Sales Corp. (CBS) Chas. H. Phillips Chemical Co. (CBS and NBC), P. Beiersdorf & Co. (NBC), Barbasol Co. (CBS and NBC), D'Orsay Perfumes (NBC), Barbara Gould, Ltd. (CBS), and Affiliated Products Co. (NBC).

showed that 5 minutes of the total time of 30 minutes were devoted to strictly advertising announcements.

The Bourjois Program

Trumpet-First bar of theme song.

Announcer—The one hundred and sixtyfourth presentation of "An Evening in Paris." Orchestra—Ca C'est Paree.

Announcer-With a cheery musical greeting, Bourjois bids you welcome to another delightful program. Rare perfume, like fine music, is a true expression of beauty. Evening in Paris was created to enhance the beauty that is the heritage of women. This masterpiece of French perfumes brings out the fullness of your charm -surrounds you with a mysterious, haunting allure. Learn the magic of its fragrance. Then -to bring out the full, natural bloom of your complexion, use Evening in Paris face powder. There is a wealth of shades-for day, for evening, for the most delicate complexion tones. And Evening in Paris rouge, lipstick, vanities and many other delightful accessories, are likewise made by Bourjois, that celebrated perfumer of 28 Rue de la Paix, Paris.

(Theme song up).

Speaking of Paris, here is a gentleman who knows well that glamorous city with all its gaiety and romance. Monsieur Pierre Brugnon.

Master—Bon soir, mesdames et messieurs. Monsieur Ross—I think he tries to make me—as you say—homesick, eh? Ah, ha, well indeed do I know my Paree. Oui! And I tell you a little secret. If I were not on the Boulevard, Max Smolen and his so inquisitive musicians would have reason to ask me "Who's Your Little Whozis?"

1. Who's Your Little Whozis? Orchestra.

Master—Voila! I am, oh, so many miles from Paree—oh, oh, but I am not without the company of une petite mademoiselle. You would like to meet her, perhaps? Bien! With happiness I present to you our guest artiste ce soir—the lovely Mademoiselle Alice Remsen. Too bad you cannot see her, eh? But—you shall hear her so beautiful vo'ce as she sings "I Wanna Count Sheep Till the Cows Come Home."

2. I Wanna Count Sheep Till the Cows Come Home. Remsen and Orchestra.

Master—So many sheep we count and still we are awake, eh? Ah, but who would miss a voice so beautiful by sleeping? Listen, now, mes amis, to the valse de fleur.

3. Nutcracker Suite "Valse de Fleur." Orchestra.

Master—Here, mes amis, is a song I have just
received from my Paree "Tout Le Plaisir est
Pour Moi!"—the pleasure is all mine.

4. Tout le Plaisir Est Pour Moi

Brugnon and Orchestra.

Master—Voila!—Every one of these handsome gentlemen of the Evening in Paris orchestra has the "Music in His Fingers." Listen, mes amis!

5. Music in My Fingers. Orchestra.

Announcer-Bourjois, world-famed perfumer of Paris, sends you this entertainment. Besides

Evening in Paris, Bourjois is the maker of two other exquisite French perfumes which are a delight to the fashionable women of America. They are—Karess and Fiancée. The delightfully subtle Karess is a perfume for lighter moods; Fiancée breathes sophistication and it is in great favor with the younger set. Both of these exquisite perfumes lend their fragrances to complete series of Karess and Fiancée Face Powder, Lipstick, Rouge, Vanities and many other aids to loveliness.

This is the Evening in Paris Program over the Columbia Broadcasting Net Work. Allons y, as you say, Monsieur Brugnon.

Master—Certainement (laugh) allons y. You hear what Monsieur Ross says, Mademoiselle Remsen? The show must go on! Ah, mais oui, mes amis, once more we hear the so delightful voice of our guest artiste ce soir. "I Can't Do Anything At All."

6. I Can't Do Anything At All.

Remsen and Orchestra.

Master—Next—a symphony—a blending of
the notes of—oh, so many instruments . . . into
a musical picture of great sweetness—"Kinda
Like You" . . . from the new musical play
"Through the Years."

7. Kinda Like You. Orchestra (Symphonic)
Master—A little while ago I told you that my
good friend, Monsieur Ross, made me homesick
for Paree. I tell you one thing more—if I were
now in Paris, very often you would hear me say
"Bon Jour Ma'mselle."

8. Bon Jour Ma'mselle. Brugnon and Orchestra.
Master—Still another bright song Mademoiselle Remsen has for us—"What A Life Trying to Live Without You."

9. What A Life Trying To Live Without You. Remsen and Orchestra.

Announcer-It is my pleasure to announce at this time the Bourjois Award for outstanding accomplishment by women. This week's award is presented to a very charming and talented woman whose rare ability and delightful personality have made her one of the foremost figures on the stage-Miss Elsie Janis, who by the way, recently became Mrs. Gilbert Wilson. During the war Elsie Janis brought cheer into the lives of the boys at the front with her song and mimicry-and there is no doubt that she contributed much to the morale of the soldiers who were privileged to see her performances. To Miss Elsie Janis the committee presents tonight's award-a lovely traveling case containing an ensemble of the fashionable Evening in Paris series of perfume, face powder and other feminine accessories.

All right, Monsieur Brugnon, let's get going. Master—Oui, Monsieur Ross, we are on our way—on our way to "Put That Sun Back in the Sky."

10. Put That Sun Back in the Sky. Orchestra. Announcer—Don't fail to take advantage of the surprising gift offer arranged for you by Bourjois. For a limited time you receive, absolutely free, a beautiful little loose powder vanity with each box of the famous Manon Lescaut face powder. Manon Lescaut is known everywhere for its exquisitely soft, fine texture and remarkable clinging quality. The gift vanity is a gem-like case finished in gold and brown enamel-a vanity that will delight you because of its convenience and one that you will be proud to carry because of its smartness. Both powder and vanity are packed in a special ensemble package now featured by leading drug and department stores. Remember you receive this genuine Bourjois vanity absolutely without charge with each purchase of a box of Manon Lescaut Face Powder. The response is bound to be tremendous, so we urge you to act promptly.

"Kinda Like You" from the play "Through the Years" was played tonight by kind permission of the copyright owners. We now bring to a close another delightful Evening in Paris.

Master—It is time for us to be on our way—until next Monday evening—au revoir.

Announcer—Your announcer—David Ross. This is the Columbia Broadcasting System.

A time study of this program as actually presented showed five and one-half minutes devoted to advertising out of the total of 30 minutes of broadcasting time.

Both of these may be called, without fear of contradiction, successful programs. Some of the other sponsored programs contain less advertising time; many contain a great deal more. Almost all of them now make a direct appeal for sales through one method or another.

This shift in emphasis has brought with it the radio "contest," a phenomenon which is attracting considerable unfavorable attention. The present article is not the place for a discussion of such "contests" in detail. It is sufficient here to note that they are numerous and varied and that they are open to almost all of the objections which have been so frequently and loudly voiced against "contests" presented through other mediums. It is indeed interesting to see this "contest" revival through the radio at a time when it has been almost wholly abandoned through medium of the printed advertisement, and it is a development which requires careful consideration.

The "Free Offer"

Results have shown that the "free offer" method has been eminently successful as a part of sponsored programs. Almost without exception, sponsors of "free offers" on the radio have been agreeably surprised with the inquiries and requests received. At times, preparations have been made which covered only a small fraction of the requests received and considerable delays and confusion have ensued.

Two methods of making the free offer have been used with almost equal success. The first asks merely that the listener send direct to the manufacturer for his free parcel or gift. The second asks him to get in touch with a local dealer who will supply the sample. Returns from the former have been generally greater than from the latter, probably because the impulse to

ask is frequently momentary. It can be satisfied in the first instance by writing name and address on a post card. In the latter, the impression must persist until the listener reaches a retail outlet where the offer can be made good. Obviously, a considerable impression must be made to accomplish this purpose.

Two suggestions might be in order at this point. First, give something in which the recipient will not be disappointed. Second, be sure that supplies will be available for fulfilling the offer promptly and satisfactorily. Failure in either of these points may lead to ill-will instead of increased sales.

Effects of Direct Selling

Such have been the immediate results of the change to direct selling. There remain to be considered the more general effects upon broadcast advertising itself. At the outset, it may be well to state that no harm can come from direct radio selling if done in proper fashion. Certain fundamentals must, however, be kept in mind when the continuity and sales talks are being prepared as well as when they are given.

It is for example, just as easy to turn to another station as it is to turn the page of a magazine, if the advertising coming from the station or printed on the page is offensive. Once offense has been given, it is the more difficult to regain the listener since bad impressions have unfortunately lasting effects.

Printed advertising has many faults. One which has been almost overcome and is rapidly being eliminated is the use of too many words in selling copy. The use of verbose and lengthy printed advertisements has been found to defeat its own purpose, by weakening the appeal. The same is true to at least as great an extent in the spoken advertisement. Psychology has determined that more people react strongly to what they read than to what they hear. They are more potently affected and the effect is of longer duration. This, in the case of a bad impression, favors radio, but too lengthy radio sales talks are no better than too lengthy printed advertisements.

Overemphasis on the sales appeal is already having some effect upon the radio listener. He seeks entertainment from his radio as he seeks reading matter from his magazine and news from his morning paper. It is immaterial to him, even if he is aware of it, that the program cannot exist without the sponsor, just as it is immaterial that the magazine or newspaper cannot exist without its advertisements. He is perfectly willing to accept the advertisement. He is even interested and intrigued by it, if it is the proper sort of advertisement. But he will resent any undue interference with his entertainment just as he resents magazines in which dadvertising makes easy reading difficult and newspapers in which the volume of advertising interferes too much with his pursuit of the day's happenings.

Radio Industry's Position

Nor does the radio industry relish too heavy and too long selling on its programs. It has a better picture of its listeners than have the sponsors of the broadcasts. It knows in a general way at least what they like, to what they are indifferent, and what they resent. It sees its future bound up with the listening

public, just as the successful publisher sees his future in terms of his readers. It would like to be paid for broadcasting entertainment only, an unattainable ideal. Failing that, it would like to hold all advertising announcements within strict limits.

It may seem like exaggeration to say that the recent trend in broadcasting has had its effect upon governmental activities. But already a Congressional investigation of broadcast advertising has been authorized and at least one Senator is on record as favoring straight entertainment programs with only the name and address of the sponsor permitted in the way of an advertising appeal.

If there is public resentment, and undoubtedly there is to some extent; if there is concern on the part of the broadcasting companies over the trend, and such is certainly the case; and if Congress intends to go into action on the entire subject, and the possibility of such action is not to be ignored, then something should be done to control the situation. Four methods of handling the matter seem possible.

Selling talks could be voluntarily limited by the sponsors of the programs, either in co-operation or individually. Such action would be eminently satisfactory to the radio companies. It would be pleasing to the listeners, and it would take the wind out of the sails of Congressional investigators and bureaucrats, now smacking their lips at the thought of control of radio. Unfortunately, it seems at the moment, impossible of accomplishment. Seeing the success of direct radio selling, to which no one objects, new broad casters—and some of the old ones as well—have a tendency to go to extremes, and to forget that the public cannot be compelled to listen.

Radio could be controlled entirely by the broadcasting companies. This is the ideal of the radio industry. It might be made satisfactory to the public but that is doubtful. Anything sounding like censorship by private parties would probably be deeply resented and it would be difficult to divorce the idea of company control from the threat of censorship. It would not be accepted by the radio advertisers who undoubtedly would demand control of their paid programs, just as they demand control of their printed advertising matter, yielding only in the matter of fairness and decency of copy, and then not always without a fight.

There are precedents abroad for government control

of radio. It has been worked in some countries but the effect upon the programs is said to have been unsatisfactory in the extreme. Probably no one but those placed by law in control would be pleased with this method. The public wants less government in business. The radio companies want and need a free hand and the advertisers would not tamely submit to dictation from Washington. Unless something is done, however, government control is a distinct and disquieting possibility.

There remains the adaptation of the selling talk to fit the requirements and pleasure of the listeners. Good printed advertisements are those which attract favorable attention, are read, considered, and acted upon. The same tests may be applied to radio advertising. Will the listener like it, approve of its suggestions, and act upon it? Candor compels the statement that many programs will not now meet these requirements.

In his search for radio entertainment, the listener must be caught by an announcement which is entertaining. It must be worked into the program in such a way that the continuity itself does not suffer. It may not be blatantly obtrusive but must follow and blend with the music or other entertainment in a subtly pleasant fashion.

Here then is a new branch of the advertising art which needs careful and immediate development. The ordinary copy writer can scarcely cope with it. Possibly a trained dramatic writer, even without advertising experience, could produce the result. Perhaps an entirely new sort of training is needed. It is something which the boadcasting companies, the advertising specialist and, above all the sponsor of the program, should carefully consider.

The place of radio in advertising is secure if only it does not suffer too many wounds at the hands of its friends. It is already a tried medium for direct selling as well as for good-will. Its limits none can foresee. Perhaps with the perfection of television new problems, even more difficult of solution, may arise. At the moment, it is obvious that this powerful publicity medium is at an important crossroad. Whether it shall turn back or go forward may be determined by those who have it in their hands today, and of these the manufacturers of toilet preparations are by no means a small part.

Colombian Tariff Revisions

Further revision of the Colombian tariff law has now been made and some of the excessive rates recently reported have been lowered. Rates are still exceptionally high and have the tendency of discouraging foreign trade. The announced purpose of the law is to prevent the exportation of gold from the Republic. Features of the new law of special interest to our readers are:

Sec. 132. Natural or synthetic essential oils for perfumes, natural musk: \$19.50 per kilo. Sec. 132 A. Natural or synthetic essential oils for use in the manufacture of medicines, such as bergamot, cassia, lemon, orange, thyme and rosemary: \$9.75 per kilo.

Sec. 633 F. Disinfectants or antiseptics in un-

divided containers under a trade name commercially known; 10c. per kilo,

Sec. 636. Perfumed alcohols, so-called waters, such as Florida water, Cologne water and the like: \$5 per kilo.

Sec. 639. Perfumery and cosmetics not elsewhere specified, also atomizers, powder puffs and like accessories: \$10 per kilo. Sec. 639 A. Compound oils to perfume soaps and other similar products, not essential oils: \$7 per kilo.

Sec. 761. Soaps without wrapping, in bars, not perfumed: 30c. per kilo. Sec. 762. Soaps, wrapped, in bars, not perfumed: 40c. per kilo. Sec. 763. Toilet soaps and medicinal soaps, perfumed or not perfumed, wrapped or not wrapped in bars, cakes or liquid: \$2 per kilo.

What of the Retail Trade?

Department Store Survey of the Country Shows Interesting Trends Developing During Past Year

Supplementing the survey of business conditions in the toilet preparations industry which appeared in the January issue, there is presented this month a brief summary of retail trade conditions as they appear to the heads of leading retail outlets in all parts of the country. Comment on this survey would seem superfluous although the industry should be pleased indeed with the generally favorable character of the comments made by its distributors. A study of the following statements secured by our correspondents shows some interesting trends worthy of the attention of the entire industry.

decidedly encouraging. A marked increase in the volume of business in packages is noted, and dollar volume shows a slight and in some instances a considerable gain.

One important toilet goods department, for instance, reports that February business, up to the middle of the month, shows an increase of from forty to fifty per cent in dollars and cents, achieved through extra effort and departmental promotions. Another large department finds that business thus far this year has registered a slight increase in dollar volume, with an increase of from fifteen to twenty-five per cent in the

number of packages sold. Another high grade department of smaller size reports that it is maintaining its figures and has doubled its volume in packages, as compared with a year ago.

It is significant that increased business in every case is attributed by merchandise managers to greater effort and to emphasis upon promotions. The successful retail department is faced with the problem of widening the range of its consumer appeal, since it must greatly increase the number of packages that it sells to show an increase in figures. Thus it must make use of promotional features to gain attention. And these must be decidedly well planned in

order to achieve the desired end.

One merchandise manager stresses the point that the promotion of a single item, rather than a group of items, has helped his department to make a conspicuous gain in dollar volume. Recently, for instance, this section sold \$17,000 in soap in a single week, owing to the power of concentrated display and advertising. Another toilet goods department, making ready for its semi-annual soap sale, took advance orders for several hundred boxes of goods from regular customers, by means of extra effort on the part of the salesforce.

The emphasis that is being placed on special events must not be construed as meaning that retail merchandise standards have in any degree been lowered. According to the general consensus there is a ready demand for quality merchandise at regular prices. Items chosen for featuring in special events are those

New York

BUYERS in department stores and leading retail drug outlets report that the volume of business in toilet preparations has been virtually as large as in more normal times. The development of more reasonably priced lines and of smaller sizes by some manufacturers has resulted in increasing sales for them. It apparently has not curtailed sales of more expensive lines or of full sizes to any marked extent.

There has been a pronounced drop in the buying of perfumes, especially in the higher priced brackets and sharp cuts in the prices of some of the more expensive odors

have not resulted in any material expansion of the purchasing. This, buyers believe, is due to two factors: the necessity for economy on the part of the buying public and the fact that other preparations in constant use are in general highly perfumed, so that additional scent is deemed unnecessary or even inadvisable.

The usual demand for toilet preparations has been noted since the start of 1932 and while some look forward to Easter with misgivings, the general feeling is that Spring business will be well up to the level of normal years in number of packages sold, if not in dollar value.

Boston

L EADING department stores in Boston report that the consumer reaction to toilet preparations is

How to Help

D UMP your investments at panic prices and let men of money pick them up. (?)

Help keep all rumors concerning bad business in circulation. (?)

Replace the old and reliable employees by putting on inexpensive and cheap help. (?)

Think and talk hard times and threaten to shut down. This will encourage your employees, extend your credit, and increase your own ability to think intelligently and work wisely. (?)

Cut out all amusements for your family. This will make a happy home. Give nothing to charity and you will be very, very happy. (?)

Put off paying over-due accounts as long as possible. Stop buying new goods. Stop advertising. Stop trying anything that will help you advance, and wait for better times. (?)

Buy a dose of cyanide, a cheap coffin, but be sure your life insurance premium is paid, for the innocent should not suffer for the guilty.— Silent Partner.

& Essential Oil Review

February, 1932

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that bring a marked value to the customer, rather than stressing price appeal alone. Any article, featured at the right time and at the right price, as one merchandise manager puts it, will find a ready sale. There is no tendency on the part of the consumer to seek out cheap goods. She looks for maximum values, but is willing to pay a fair price for them.

One merchandise manager reports that the only trend toward lower priced goods that he notes is in branded lines, where items have been cut in price. In this connection, he finds, customers are quick to note the lowered prices and such items are consequently stimulated.

There is no doubt that department stores, in planning for increased business in the near future, will stress the happy combination of well planned promotional events and extra effort that has already shown helpful results.

Some departments find new products useful in increasing business. These, however, must be advertised for best results. One large department reports that in its experience new items are only successful when supported by a constant campaign of newspaper and radio advertising. Just at present new lines achieving success entirely on merit are few and far between.

Cleveland

 T^{HE} retail toilet preparations trade exhibits sharply contrasting sales by various outlets. Some department store toilet preparation departments, it may be plainly seen, are not doing so well. Although store officials will not admit this it is evident from fewer clerks and a lack of patronage. The volume of business for the largest department stores has slightly increased as compared with the reason past, but the lower prices on toilet preparations, have counter-balanced this development. The increased number of package sales is attributable to the lower prices. In answering the public demand for lower prices the department stores have not only been counting on quality sale of well known merchandise but they have been pushing private brands that enable them to maintain a good profit on the individual package. A very few toilet preparations departments are doing better than ever before, but voluminous and effective advertising has played no small part in bringing this about. The newspapers have been the medium for much of this advertising. A very important medium has been the facilities of the Cleveland Shopping News, owned by the department stores collectively, an organization delivering a paper bearing ads of all the stores to hundreds of thousands of Cleveland homes twice a week, and also distributing special circulars for the various stores.

The chief competitors of the department stores, and reason for their disappointing showing is the chain drug stores. The chains have been thriving mightily in the Cleveland district and they are enjoying both a steady increase in the volume of business and in the dollar volume of business. Their success with private brands of toiletries is being belated observed by the department stores. In advertised prices on standard items the chains frequently undersell their competitors 50 per cent. A new move of the chains has been the opening of increasingly handsome units.

Toilet departments of department stores will not be increased in size for some time. In the case of some stores sufficient space is already being used by the departments and the latter part of 1931 saw the opening of one great new department store in new quarters and the enlargement of another. The toilet preparations departments of the last two stores were considerably enlarged. As for plans for increasing business in toilet preparations during the coming year -local stores will maintain their policy of considerable advertising. The great annual and semi-annual events such as May Day (May Co.), Lion Day (Taylor Store), Comparison Day (Higbee Co.), and other great merchandising events will be bigger and better than ever. It is anticipated that this year these sales, which usually occur simultaneously, will be ushered in with such a tremendous fanfare of advertising that Clevelanders will dig into the old socks for that hoarded money and spend it for toilet preparations and other

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SALES of toiletries measured in dollars dropped to about 75 per cent of normal during 1931, according to leading retail outlets. This was due more to the demand for cheaper lines than to any decline in number of packages sold. Buyers note a sharp decline in sales of the higher priced goods, especially the larger sizes, but there has been a gain in moderate priced lines and in smaller sizes, especially evident during the holiday season. The outlook is toward a continuation of this trend, at least until purchasing power of the public is improved. Sale of novelty items has begun to decline to some extent but the stores anticipate that increased advertising which they are planning to do will offset the weaker tendency and lead to a good Spring business.

Detroit

THE volume of toilet goods sold has shown an increase in recent months, according to reports from a large Detroit department store. Retail trade is feeling its way carefully, but a slow, still noticeable swing toward larger individual sales is noted. In view of the cuts which have taken place in prices of goods during the past year, the gross sales are almost exactly the same as at that time—the pickup in business has, then, been roughly equivalent to the decline in costs. The result is probably less net profit.

This emphasizes the trend of popular buying to cheaper priced goods. However, this is not true in the lowest price levels. Face powders below fifty cents, for instance, are almost completely out, with the only calls coming for two or three standard lines whose customers probably will never change their buying habits. This means, not the elimination of the lowest priced consumer, but a gradual education to the point where medium priced quality products are demanded.

Intermediate priced goods and those unsupported by national or extensive local advertising have shown a decided slump. The moderately high priced lines—Rubenstein, Ayer, for instance—and "treatment lines" have neither dropped in price nor fallen off notably in sales. Store policy seems to favor maintaining prices on all quality goods, and not to seek to stimulate sales

by price cutting. Price fluctuations in the largest stores are therefore negligible, only occasionally following the general level downward.

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Buyers are optimistic—one says: "As long as women can earn ten cents a day or get it out of their husbands' pockets, they will spend it on toilet preparations." Merchandising policy is becoming more stabilized—sales are not used to as great an extent as in the past, and year round average business is thus maintained. Artificial stimulation through "loss leaders" is believed bad. Interesting the consumers—women—is the objective, sought in new ways. One store experiments largely with special shows or demonstrations in auditorium—drew audiences of over 1,000 at one show.

Milwaukee

It is generally conceded by Milwaukee buyers of toilet preparations that their line has not felt the depression as strongly as many others. Women apparently, as long as they have a dollar to spend, will use it for the purchase of toilet preparations.

Among the better department stores in Milwaukee there has been no trend toward lower priced merchandise. If anything, perfumes and preparations have been sold in smaller quantities than in the past, but the call continues for quality merchandise.

It is further conceded that it requires diligent and concentrated merchandising at all times to secure business. Particular attention must be paid to preparations that click and merchandise them accordingly while the demand for them is present. Medium priced merchandise has received the call in many instances, but very little demand has been made on cheap preparations, buyers report.

Volume for Milwaukee stores during 1931 has held up very well and several instances were ahead of the preceding year. Indications are the business for 1932 will be fully as good as that in 1931 and perhaps even a bit better. Buyers plan to maintain their volume during 1932 by merchandising quality preparations at prices meeting the public's demand. It is quite generally agreed that the price standard should be maintained for the good of the business.

Salt Lake City

ONE Salt Lake City department store toilet goods buyer said the number of their packages was holding up as compared with the recent past, but that the returns in dollars and cents were down about 25 per cent. They were just as busy as heretofore but people were spending less money. The trend was toward lower priced goods. The demand was for the same merchandise in cheaper quantities or quality. There were more special lines than formerly. In perfumes quality was in demand.

Another buyer said January was the best January they have had for a long time. It was close to 20 per cent higher than January, 1931. This applied to both volume and dollars. This authority did not notice so much demand for lower prices and was not catering to them. Nor was he buying smaller packages of merchandise of the original quality as some manufacturers were urging. He said there was a distinct trend toward the purchase of more than one article of merchandise sold under the same general trade name.

The buyer of another department store said they also increased their January business about 20 per cent over that of January last year, in both volume and dollars. He said the trend was toward buying nationally advertised lines. Lower prices were not specially in demand, nor was their any particular demand for quality goods in smaller packages. Standard lines were still asked for at regular prices.

Everyone said business compared favorably with the recent past as to volume.

One firm has more demonstrations by special representatives of the manufacturers than formerly, and another means of aiding business is the remodeling of their store, which includes the toilet goods department. A very large sum is being expended on making a new store.

Another firm sent out a broadside with its February bills in which was a large section devoted to toilet articles. Special prices for one week were offered and tiny squares were provided so that the patron could check off, without the trouble of writing, the articles desired. The response was very great, at least as far as the toilet goods were concerned.

The buyer of one toilet department said they had done a big business by advertising a single special article as a lead and that this was helping them to increase their business. They also said that their plan of never substituting was winning friends and increasing their business.

Dallas

BUYERS of the large department stores in this city report that the dollar volume of sales in 1931 was lower by 20% to 30% than that of 1930. This has not been due to any contraction in the volume of goods sold, but to the fact that prices on some lines have been reduced and the demand for lower priced merchandise has been larger than usual. One store notes a marked trend toward higher priced creams.

The feeling is unanimous that most toilet preparations items will find 1932 a normal year and more satisfactory than was 1931.

Seattle

RETAIL dealers of toilet goods admit freely that there was a slight falling off in the volume of business during 1931. So far as the number of packages was concerned the falling off was slight, something under five per cent, according to the larger stores. However, the dollar volume dropped about fifteen per cent. There is a decided trend toward lowered prices. For instance, with the line of creams in three sizes the tendency is to buy the smallest size, which means more transactions but not an increase in volume. The bottom has not yet been reached and prices are not yet stabilized, according to the opinion of these merchants. The customers still want good cosmetics but no particular lines are in the lead so far as public demand is concerned.

Plans for additional merchandising of cosmetics to stimulate volume during the coming year include more special factory representation, with special representatives to assist the store's own staffs as well as presenting lines to them.

Los Angeles

RETAIL trade in toilet preparations in Los Angeles among leading department stores led a hectic existence during 1931, and these stores say that no immediate relief is expected unless manufacturers take definite steps to stabilize the market and eliminate price cutters. This seems rather queer coming from the three leading department stores on Broadway, inasmuch as they have entrenched themselves for a long hard fight against the "Pine Boards." From time to time these three retailers have issued the statement that they would sell as low or lower than the avowed price cutters. This they have done with gusto, but without seriously affecting the volume of the leading slashers.

Nationally advertised lines of course take the biggest kick in the pants as the battle rages. Virtually every department store in Los Angeles now carries a complete line of toilet preparations manufactured under its own label and in spite of their saintly shouts of "no substitution," many of the commoners find themselves walking home with a bottle of the store's own brand under their arms. Rumor, traveling fast along the grapevine of salesmen, has it that the big department stores have taken steps toward subsidizing the more popular local brands of toiletries in an effort to control prices. This was denied, however, by the manufacturers themselves, many of whom stated that they thought it a good idea but no such luck had come their way.

When questioned directly as to their sales plans this year, department store executives were reluctant to discuss the matter, but when pressed they all said, "That will be determined by the manufacturers themselves." No information as to volume business in relation to dollar volume could be gleaned from department store executives, but adroit questioning of unsuspecting clerks and assistant buyers produced the surprising information that business was not half bad and that volume was galloping along nicely, thank you. Clerks, old heads at the game, confided that the buyers for the most part hated to accept the new order of things and still were crying for the "good old days" when mark-ups were mark-ups and a nice profit could be shown with a small volume.

Although forced to sit along the sidelines of the great price battle, local manufacturers of toiletries are due to get a break if the warfare extends into the summer. There seems to be a concerted move among independent druggists to throw out nationally advertised brands that are being knocked about by the cutraters and substitute locally made or unknown brands. This idea already has gained such momentum that sales organizations handling national brands are rapidly approaching the panicky stage. Many of the independent druggists outside of the metropolitan area have declared open warfare on the nationals and some of the larger stores are manufacturing their own preparations.

New Orleans

SALES of toilet goods in 1931 increased two per cent over 1930 for one of the leading New Orleans department stores. General reports indicate a considerable slackening from the record of the year before last, however, but buyers are entering 1932 with full determination to use every legitimate device to boost sales and profits. They are optimistic, but unwilling to attempt a forecast of the future.

There seems to have been no noticeable change in trend of demand, aside from the familiar tendency to popular priced goods.

Sticking to well-established and well-advertised brands did the trick, the man who showed an increase believes.

"We are continuing our merchandising on the same basis for this year," he said. "We feature in advertising and display only those brands of perfumes, powders, soaps, creams, and other cosmetics which have built up reputations of long standing with the public. We are particularly zealous in serving our regular customers, and believe that they are responsible for a large share of our good business."

Sales of popular priced merchandise at \$1.00 and under increased in his department by 50 per cent during the past year, according to another buyer. He finds that the proportion of this type of goods to the higher-priced items in business during the past year was something like 70 per cent to 30 per cent.

Very high-priced goods still sell to a few regular customers, though most of this business has vanished. The \$1.00 price is believed to be still the most popular, but items marked around \$0.50 have become increasingly prominent.

Bright little novelties, such as atomizers, odd-shaped bottles, boxes and containers of various sorts are being used in a well-known department as attention-getters and leaders. The buyer in charge will continue this plan. By taking advantage of reduced prices on this class of goods he manages to sell them profitably, in addition to their value in other ways. But he is extremely careful in his choice of new items, always testing small quantities before making an order of any size.

Kentucky Dating Bill Killed

In a circular letter sent out by the American Pharmaceutical Manufacturers' Association under date of February 10, 1932, it is reported that the Kentucky House Bill 236 has been killed. The bill provided that "Sec. 1. That it shall be unlawful for any person,

"Sec. 1. That it shall be unlawful for any person, persons, firm, or corporation, within this Commonwealth, to expose for sale, have in his or their possession for sale, or to sell, any article of food, or drug, as defined by Section 2060-1, of Carroll's Kentucky Statutes, revised to January 1, 1930, without having printed on the bottle, can, or package in which said food or drug is contained, the day and date said food or drug was packed, canned or bottled.

"Sec. 2. Any person, persons, firm or corporation who shall expose for sale, or sell, any article of food or drug without the day and date when said article was packed, canned, or bottled, shall be fined not less than ten dollars nor more than one hundred dollars for each offense, or be imprisoned not to exceed fifty days, or both fined and imprisoned.

"Sec. 3. This Act shall not apply to any article of food or drug which was packed, canned, or bottled prior to the time of its enactment."

Work for Capper-Kelly Bill

Survey by Beauty and Barber Supply Dealers
Backs Measure and Presents
Many Interesting Facts

WTASHINGTON, Feb. 8.—A determined effort to obtain enactment of the Capper-Kelly bill as a means of protecting the independent retail dealer in cosmetics and toilet articles is being made by the International Beauty and Barbers Supply Dealers Association which, through its Washington office, has filed a lengthy plea with Senator James Couzens, chairman of the Interstate Commerce Committee.

This brief, signed by W. L. Buck, president; Joseph Byrne, secretary, and E. C. Brokmeyer, general counsel, and filed on Jan. 26, contained six specific argu-

ments why the Capper-Kelly bill should be passed and disputed the contention by opponents of the measure that it would lead to price fixing.

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The arguments advanced in the brief follow:

1. The preservation of competition to save the consuming public from monopolies of manufacture and distribution of the necessaries and luxuries of life was the purpose of Congress in enacting the Sherman law, Clayton Act and the Federal Trade Commission Act.

2. This purpose is not being accomplished by these laws under conditions existing today, 42 years after enactment of the Sherman law and 18 years since the Clayton and Federal Trade Commission Acts were placed on the statute books.

3. The Capper-Kelly bill, by sanctioning contracts between producers and distributors stipulating the resale price on competitive trade-marked articles would tend to reduce if not completely check ruinous price-cutting.

4. This would not lead to price-fixing, because the articles must be in fair and open competition to be made the subjects of contracts authorized by the Capper-Kelly bill.

5. No other legislation has been proposed in Congress to protect the independent business man from destruction and the consuming public from monopoly when the independent business man is eliminated.

6. Without the enactment of the Capper-Kelly bill, or a better measure, mergers and monopolies will continue to grow in number and spread generally, and ultimately the consuming public will be at their mercy not only as to price, but quality of merchandise and service as well.

"Either existing laws are inadequate, or they are not being enforced," the brief stated. "Be this as it may, competition more and more is being destroyed. The high rate of mortality of independent business men in recent years conclusively proves this.

Arguments Presented

"The practice of predatory price cutting today in principle and purpose is no different from that to which Standard Oil resorted to crush independent competitors before the enactment of the Sherman Act in 1890. The effect is just the same.

"The Capper-Kelly bill is in no sense a 'price-fixing' measure, because it sanctions contracts between producers and distributors of only trade marked articles in fair and open competition. This competition exists and will certainly continue and the consuming public thus will be protected against the possibility of extortionate prices."

A number of precedents were cited to prove the contention that such legislation is not inimical to the public interest, and the letter re-

ferred to a Federal Trade Commission report, made public late in January, in which it was shown that chain store organizations take voluntary losses on socalled "leader" merchandise, in order to gain more trade.



The Trade Commission reported that "loss leader" sales usually were made in connection with nationally advertised brands, and named various brands of soaps and toilet articles which were found to be popular features of this type of business.

The report cited one study of 17 drug store chains in which it found that "leaders" included "Palmolive" soap, sold at losses on replacement cost ranging from 31.4 per cent down to 16.7 per cent; "Ipana" toothpaste, 26.7 per cent; "Hind's Honey and Almond Cream," 23.3 to 13.3 per cent; "Palmolive" shaving cream, 19 to 5 per cent; "Pond's" face cream, 15.8 to 8 per cent.

Soap again was found to be a favorite "loss leader" item in a survey of nine so-called variety chains, operating 417 stores. In this survey losses on five brands of popular soaps were catalogued, with both the (Continued on Page 667)

Tax Measure Now Being Framed

Opposition Of A.M.T.A. to Special Levies
Presented to House Committee
With Good Effect

ASHINGTON, Feb. 15.—While no official word has come from the House Ways and Means Committee, up to this time, concerning its attitude on a sales tax, Chairman Crisp has indicated unofficially that the proposition for a selective manufacturers' sales tax, which undoubtedly would include perfumers, probably will be abandoned. He gave this intimation last week-end, and there were no developments today indicating that this idea within the committee had changed.

No taxation program is expected from this committee before the end of February or the early days

of March and it should be remembered that no definite commitments have been made as to what taxes will or will not be levied. The only certainty so far is the fact that individual income tax rates and corporation incomes tax levies will be raised, but the percentage of increases has not yet been announced.

It is not impossible that sentiment within the committee may swing back to the sales tax, either general or affecting so-called "luxury products," however, as this committee, facing

the solution of the worst peace-time financial tangle ever encountered by the United States, was told only a week ago that to balance the budget for the fiscal year of 1933, new revenues totalling \$1,241,000,000 must be provided. This estimate was higher by \$455,000,000 than the previous estimate given by the Treasury Department.

Sometime during this week, Secretary of the Treasury Mills is expected to appear again before the Ways and Means Committee, and his testimony, as on previous occasions, is expected to be beneficial to manufacturers of cosmetics, as the Treasury has insisted that a sales tax aimed at this and other "luxury" industries would cause greatly increased work out of proportion to the money derived and that the receipts would be negligible.

Meanwhile the Ways and Means Committee has received strong protests against alleged discriminatory taxes aimed at cosmetics, toilet articles and kindred articles such as have been proposed in the La Guardia bill and other suggested laws.

Leading this fight on behalf of manufacturers was Everett B. Hurlburt, of the J. B. Williams Co., first vice-president of the American Manufacturers of Toilet Articles, who testified before the Ways and Means Committee on Jan. 19.

Mr. Hurlburt illustrated the importance of the toilet goods industry with testimony that in 1929 production by manufacturers producing goods annually in excess of \$5,000 in value totalled more than \$193,000,000, a figure already cited by Representative Fiorello H. La Guardia, of New York, who has pending a bill to tax toilet articles 10 per cent. Mr. La Guardia estimates that, even with decreased business, such a tax would net the Government about \$15,000,000 annually.



Mr. Hurlburt enjoyed the strong position, in giving his testimony, of realizing that the Treasury Department virtually backs his position to the extent that it does not favor stamp taxes, because of the difficulty of administering such taxes. He added other reasons, including the contentions that such taxes are discriminatory, that they would retard the export trade of the United States and that in effect such taxes would penalize cleanliness. His argument follows in part:

"Speaking for our industry as a whole and the firms making up our association," Mr. Hurlburt said, "we protest most vigorously against the imposition of a tax directed specifically against us on the ground that it is clearly discriminatory and unjust. There is no more reason for taxing the manufacturer of a soap, a shaving soap, a medicinal lotion or a cold cream for the care and hygiene of the skin than for singling out any other industry to bear a special tax. Beyond all, we wish to emphasize the fact that we seek no special consideration, but merely ask that our industry be treated on the same basis as other industries.

Objections to Measure

"Previous experience in this country has convinced manufacturers in our industry that this form of taxation for us is most undesirable. Representing personally a firm which manufactures for sale not only in the United States, but in some twenty foreign countries, it has been found that the foreign revenue stamp is one continual source of expense.

"The most important objection of all is the expense entailed, particularly on a line where the margin of profit is small, where the volume of business is large and where the products in question are distributed to those who are obliged to buy with the utmost care and where the distribution is made through the important chain stores in this country."

Mr. Hurlburt illustrated this contention with the example of a five-cent cake of shaving soap. Any stamp tax levied on such an item, he testified, will cause loss of revenue to the manufacture, loss to labor and force the cheapening of the product.

As for products packaged in glass containers "affixed to which are most artistic and beautiful labels," he added that "any revenue stamp on packages of this sort ruins their appearance, introduces a very great sales resistance and in the end decreases employment and revenue as well."

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"Affixing revenue stamps on the products of our industry," Mr. Hurlburt continued, "compels complete segregation of domestic stocks from those intended for export. Many of our firms now are exporting to foreign countries, and of course we would not ship merchandise bearing these nuisance stamps for our export trade. The cost of these separate operations would be altogether out of proportion to the revenue the Government would receive through such a tax, aside from the fact that our Government would be hindering export trade, instead of assisting it.

"Within the last few years millions of dollars have been expended in standardizing and simplifying our manufacturing operations of every sort and description, and Congress has appropriated very great sums toward this end. In view of this fact, it is almost unbelievable that your committee will consider favorably the imposition of any restriction or hindrance in the form of a stamp tax that will result virtually in manufacturing chaos in practically every well ordered plant in the land.

"Clean and healthy bodies are demanded by the Army and Navy. Probably no industry in the land contributes more towards health and personal appearance of our citizens than does ours with its many millions of invested capital. To single this industry out and to aim at it a special tax, unjust and discriminatory, will afford no end of objections from the 60,000 druggists who distribute our merchandise, from the many thousands of employees who serve us, and millions of our citizens who will necessarily receive less for their money."

Other Associations Heard

Eugene C. Brokmeyer, representing the International Beauty and Barbers Supply Dealers Association and the Federal Wholesale Druggists Association, appeared before the committee on Jan. 22 to testify in the same yein, and particularly against the La Guardia bill.

Mr. Brokmeyer emphasized the contention that toilet articles used in beauty shops and barber shops certainly are recognized as necessities and not as luxuries by the patrons of these establishments. At the same time, he said, business has declined and many such shops are losing money, while their employees are getting low wages that would be further cut if additional burdens were laid on the industry.

He suggested that the committee recommend, as a substitute method of raising additional taxes, elimination of deduction of losses from income for more than one year and restoration of the gift tax.

Trade Commission Activities

WASHINGTON, Feb. 8.—Toilet goods manufacturers were affected by only one action of the Federal Trade Commission during the past month, and this was not a general ruling but a stipulation concerning the Parisian Products Co., of New York City, based solely on the character of advertising by the company.

The Trade Commission acted on the basis of advertising by this company which appeared in various magazines and newspapers, and which the Commission held extended such exaggerated claims on behalf of allegedly seductive perfumes as to become misrepresentation.

The Trade Commission ruled that the advertising was without fact and was not fair to other manufacturers who confined their own advertising to more conservative descriptions, and demanded a change in the advertising policy of the company.

The manufacturer agreed to change the advertising policy, and then withdrew the product against which the ruling was aimed from the market.

Work for Capper-Kelly Bill

(Continued from Page 665)

maximum loss and the minimum loss being noted. These were:

"Palmolive" soap, 20 to 24.2 per cent; "P. & G." soap, 4.9 to 35.1 per cent; "Ivory" soap, 23.1 to 28.6 per cent; "Lifebuoy" soap, 39.5 per cent; "Lux" soap, 16.7 per cent.

In referring to this report, the Beauty and Barber Supply Dealers' brief stated:

"The public interest would be protected by the enactment of the Capper-Kelly bill, because if the right of contract authorized were exercised and price agreements on competitive trademarked articles were made, the selling of merchandise below cost to attract unsuspecting purchasers for the purpose of fleecing them in the sale of unidentified and inferior merchandise would be discouraged, if not entirely checked.

"Recently the Federal Trade Commission submitted to the Senate, in accordance with Senate Resolution 224, a report in which it declared that certain types of chain store organizations, particularly grocery, meat and drug, are increasing their use of 'leaders,' which they sell at losses ranging from 3 to 14 per cent to attract customers. Surely the consuming public must pay these losses one way or another, but unfortunately it does not seem to know it.

"So long as the present law remains unchanged, and this practice not only continues, but increases, Congress will be responsible for not only such an outrageous imposition on the unsuspecting public, but for the rapid growth and spread of mass production and mass distribution tending unmistakably toward monopoly. If the Capper-Kelly bill is not the proper legislative remedy, let Congress provide some other."

There is no indication as to when the Interstate Commerce Committee will report out the Capper-Kelly bill, but it is expected that some action will be taken after pending relief legislation and taxation measures have been cleared from the calendar.

Recent Product Developments

In the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

Louis Philippe's Eye Shadow Incarnat

The latest addition to the Louis Philippe line is an eye shadow. The company, Chicago, claims that this



embodies an entirely new principal in eyeshadows, in that it will not line at the crease of the eyes, as it contains no pigment. It is indelible, nongreases, and is offered in black, brown, green, blue.

Protek Tooth Powder

Protek Tooth Powder is the name of a new oral



accessory recently put out by the Meed Co., Kansas The frosted City, Mo. glass bottle is capped with an attractive green plastic top harmonizing with the metal green of the label. The distinctive green and silver label is attached to the bottle and a cut-out in the silver toned carton permits of the label showing through the outside container. The product, the company states, is anti-acid, oxidizer, and antiseptic.

Ogilvie's Hand Cream

The new hand cream that Ogilvie Sisters, New York, has recently developed gives to the hands a smooth and softening effect. A white jar with a black plastic top and wrapped in pink cellophane forms the package. Their "Ralc" and skin bleach have been repackaged.



Comtesse D'Orsay Compact

The new loose powder compact of the "Comtesse D'Orsay" line, put out by Les Parfums D'Orsay, New

York, is shown herewith. The powder is contained in the pocket which is filled by pushing back the slide. To obtain the powder the entire barrel is pushed forward and then back, and sufficient powder is left in the groove shown at the front of the illustration. These compacts are effected in the characteristic green enamel of the Comtesse D'Orsay line with the D'Orsay crest decoration in the center in silver. These may be obtained in both the single and the double with any of the D'Orsav color rouges and powders.



Powder Box of Charles of the Ritz

A most substantial silver paper covered octagonal box has been chosen by Charles of the Ritz for its new

Decorating the top is the characteristic design of the company in black. A rose tassel serves as a means of opening the lid. Inside a silver gray paper decorated in a rose design and edged with rose holds the powder in the box. The box is filled with the Charles of the Ritz powder



which is especially blended for each individual.

McCormick's Insecticidal Shampoo

A new product has just been put on the market by McCormick and Co., Baltimore. It is "Bee Brand Insecticidal Shampoo" in liquid form.

"Because of the apparently growing interest in prepared dog foods, it was consistent to believe this same interest would be displayed by dog fanciers in a shampoo that would not only clean and groom their pets, but would, at the same time, act as insecticide," said C. P. McCormick, in discussing this new product.

The company states that this shampoo is non-poisonous to pets or humans, but contains enough insecticidal material so as to function sufficiently to kill fleas, lice and other pests. It contains a large amount of neutral coconut oil soap causing it to lather freely.

Richard Hudnut's Lipstick

The accompanying illustration shows the new Richard Hudnut lipstick with its novel and ingenious method of operation. The slide that is partially open in the photograph is operated by turning the bottom of the case. With the opening of this slide the lipstick automatically comes forth ready for use. The case of



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this stick is effected in a silver tone metal. A feature of this case is the lack of a separate top, that can be misplaced or lost. The lipstick colors are carmeen, cherry, rose, crimson, perpetual and orange.

London Vanity Case Novelty

A novel invention for a woman's handbag provides her with a vanity case of useful size and a box which holds ten cigarettes, combined. Inside the lid, each in its separate compartment, is a fair size powder puff, a lipstick, and book of matches. On top of the box itself is a flat cover, which lifts up, upon which is fixed a mirror and small pocket containing hairpins. Underneath this, in the box itself, is a capacity for ten cigarettes.

McNess Products Repackaged



Three of the attractively repackaged products of the Furst-McNess Co., Freeport, Ill., are shown in the accompanying photograph. These are the talcum powder can shown at the left in the sampler type of decoration; the borated talcum and baby powder in a can particularly appealing to chil-

dren and the brilliantine in a more conservative design.

Deodorizer Pad

It is a somewhat difficult matter to present deodorants in a novel and attractive manner, but this has now been counteracted by the introduction of a new "Aerofume" deodorizer just placed on the market by Walden, Walden & Co., manufacturing chemists of London. The deodorizer pad, which is charged with "Aerofume," is contained within a round perforated tin, which is obtainable in the most modern of artistic colors. A red label and band surrounds the tin, while printed matter on the former suggests some of the uses to which the disinfectant may be put. In the band is inserted a small odd shaped booklet enlarging on its uses and advantages. The decorative effect of these tins enhances the beauty of any shelf.

Sprinkler Top Bottles of Coty

The substantial bottle shown in the accompanying

illustration contains the skin tonic, mild astringent of Coty, Inc., New York City. This bottle is characteristic of numerous of the Coty products including the men's line. The interesting feature of this package is its sprinkler top, which is most modern in this type of closure. In line with present trend of wrapping, these packages are covered with an outer cellophane wrapper. The bottles are of transparent glass with silver toned tops. The labels of white are effected in the regular Coty design.



Quinlan's Satin Powder Box

A pink satin powder box with silver trimmings is the latest addition to the line of Kathleen Mary Quinlan, New York. This has been devised to hold the

recently developed "Mist of Dawn" face powder, and this is effectively labeled on the cover in black on silver. Inside, the box is finished with a pink moiré paper with cellophane



window to distinguish the color of the powder.

Culver's Manicure Ensemble

One of the unusual features of the new special manicure ensemble recently announced by Culver Laboratories of Philadelphia is the Culver nail bath of black plastic material shown in the foreground.



& Essential Oil Review

February, 1932

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Editorials

American Perfumer

and Essential Dil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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Vol. XXVI. No. 12

February, 1932

Methods of Sampling

EXTENSION of the sale of cosmetics and toilet preparations through sampling is an old and familiar method to most of our readers. There is nothing new about it and very little which is not quite well understood by all manufacturers of toilet preparations. Recently, however, methods of sampling have been adopted by some of the manufacturers which may require careful and thoughtful study by the industry. One of these is the packaging of small samples of other preparations with the regular size of a single item and thus placing them in the hands of the public through the sale of a single number in the line. It is a method which has both strong and weak points.

We shall not at this time endeavor to develop the whole idea surrounding this method of sampling but shall merely propound a few inquiries for the consideration of the manufacturer. For example, what is the effect of this method upon profits and upon costs and what is the best method of adjusting this effect? What is its influence upon sales of the items with which the samples are offered? What is its effect upon the reputation of these products? Can such sample combinations be effectively differentiated from so-called "combination" or "free-goods" packages? Does the method bring in orders in proportion to other methods of sampling?

These and numerous other questions must be carefully considered in evaluating this method of sampling. Undoubtedly the industry would appreciate and profit by a careful exposition of these points and we should be glad to publish any comments from our readers regarding it.

Advertising and Drug Control

It was only to be expected that the advertising of companies operating in the drug and toilet preparations field would engage the attention of those who seek the power to control advertising expressions and sentiments. In a sense, these industries have brought upon themselves the threat of action on the part of governmental agencies to the end that their advertising claims should agree more closely with the actual merits of their products. Some of their statements and some of their methods have certainly merited attention on the part of someone.

With the idea of censorship in general, we have little sympathy and we have often expressed the hope that the industry itself would take action without the intervention of outside individuals or organizations, whether under the sponsorship of the government or not. At the same time, we have been in sympathy, to some extent at least, with the efforts of the Federal Trade Commission on certain advertising matters, notably those which had to do with the "Paris label."

Congress now has before it a bill which would hand control of the advertising matter on products coming within the scope of the Pure Food and Drugs Act over to the Food and Drug Administration. This measure is the result of continued pressure on the part of the Bureau for additional authority to proceed against manufacturers of proprietary articles. It is essentially an ill-judged proposal and one which ought to be defeated.

Even if we grant that which is by no means adequately proven and admit that some form of censorship over the advertising of makers of proprietary articles is necessary, it seems obvious that the proposed bill is the measure least calculated to produce equitable results, or indeed any results whatever excepting great annoyance and difficulty for industry. Protection of the public against unfair claims could hardly be expected to result. Trouble for the industry would be an inevitable accompaniment.

In the first place, recent activities of the Bureau have by no means enhanced its reputation in the eyes of the industry, as a fair and unbiased administrative body. Its record, especially on the matter of labeling, akin to that of advertising, has smacked a bit too much of the influence of a particular group whose private interests are diametrically opposed to the whole idea of proprietary medicines and none too favorably disposed toward toilet preparations.

Passage of the measure would also result in

OUR ADVERTISERS

W. F. ROBERTSON STEEL & IRON CO. Springfield, Ohio

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, 432 Fourth Ave., New York City.

GENTLEMEN: It has been the writer's privilege during the past two years to receive and handle inquiries coming to the Can Division of The W. F. Robertson Steel & Iron Co.

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The inquiries coming as a direct result of our advertisement in The American Perfumer, have been so numerous and of such interest, that the writer would like to take this opportunity of telling you about them, and at the same time commend you and your magazine for the splendid results we have received during the time we have been advertising in The American Perfumer.

The writer has been surprised a great many times by receiving an inquiry in answer to our advertisement from some far-off corner of the world, and any number of times it was necessary to go back to the old geography to find out what country the inquiry came from. I believe we have received inquiries from a good portion of the countries of the world. We received inquiries from small cities, from the interior of India, China, Japan, Portugal and many other countries that the writer did not think THE AMERICAN PERFUMER would ever visit.

Trusting that the above is of interest to you, and when you are in this locality that we will have the pleasure of a visit from you, we remain.

Yours very truly,

W. F. ROBERTSON STEEL & IRON CO., I. F. ROBERSON, Manager, Can Division.

scattering what authority the government has over advertising at present. The Federal Trade Commission, a body more responsive to general public opinion than the Drug Administration, already has limited powers which it would undoubtedly retain. Other Bureaus and Commissions are known to be anxious for similar authority, and if Congress hands it to the Drug Administration, the claims of these other instrumentalities would be enhanced materially. The final results might be chaotic.

Nor is the Drug Administration equipped to assume any additional duties. In fact, it can hardly accomplish what it now has in hand as is witnessed by the lamentable "Ginger Jake" affair in which hundreds died and thousands became helpless cripples through the sheer inability of the officials to protect them. It is scarcely to be expected at the present time that Congress will grant the Bureau a sufficient appropriation to undertake work on advertising in addition to its regular duties. The whole trend of government finance is against any such supposition.

The Food and Drugs Act is probably not perfect. There may be amendments which should be put into effect at once. With proposals attempting to strengthen the law for the greater protection of public health, we are in hearty sympathy. The present bill, however, is no such measure. It would accomplish no such purpose. It should be opposed by all interested in the healthy development of proprietary articles including manufacturers of toilet preparations.

Flowers or Chemicals

ONE of the distinguished French stylists who is also a perfumer recently told America that style in perfume was turning back toward simple floral notes and away from complex and unusual odor combinations. It is his opinion that the trend toward old styles in women's clothes has been accompanied by an equally pronounced trend toward old types of perfumes. Naturally this will not lead to reproductions of the perfumes of our grandmothers any more than the modern styles in clothing are exact replicas of those of fifty and more years ago; but at least this particular expert believes that the tendency is in that direction and many seem inclined to agree with him.

What effect is this likely to have upon the market for perfume materials? Will it send perfumers rushing back to floral products, not yet by any means perfectly imitated by synthetics? Will they try to reproduce these "floral notes" by complex combinations of even more complex chemicals? These are questions which should be of more than academic interest to the purveyors of raw materials and assuredly of prime importance to those who blend the perfumes themselves.

Recently Dr. Bogert reiterated his opinion that the future would find virtually all perfumery dependent upon chemistry with the natural materials relegated to the museum. He pointed to the dyestuff and drug industries as proof of his contentions. Needless to say, and without detracting at all from the splendid results obtained by the manufacturers of synthetic raw materials, we cannot entirely agree with him. Eventually, perhaps, chemistry may reproduce with complete faithfulness the complex odor of the rose or the equally delicate flavor of the pear, but that time is not yet by many a long year.

In perfumes we have still another factor which may delay yet longer the consummation of Dr. Bogert's prediction. It is the idiosyncracy of the style factor. This is the great unknown which even the abstruse mathematics of an Einstein can not unravel and reduce to a formula. In dyes?—Yes. In drugs?—Perhaps. In women's styles?—We were about to say "Never!"

In any event, the trend, if such it be, toward the floral notes is worth watching. We commend it to the attention of perfumers and to the calculating minds of the raw materials trade.

The Mixing of Liquids

Description of Processes and Apparatus Used for Various Products by Francis Chilson

T first glance many people are apt to draw the conclusion that there are no problems connected with mixing. All you have to do, say they, is of water and allowing it to settle. It will remain there

to put the liquid into a tank and stir it up with some kind of agitator. Simple enough if true. But unfortunately it isn't.

For the want of a better definition mixing may be defined as the process by which ull the particles of a batch of materials are constantly made to change their position in relation to each other.

The mere fact that a batch of material is in rapid motion is no proof that it is really being mixed. In fact quite the reverse may be true, and the more rapid the motion the poorer the mix. An illus-

tration of this came to light a short time ago in connection with the mixing of a lotion, which contained some crystalline substances that were not particularly easy to dissolve. That batch of liquid was being violently agitated in such a fashion that a vortex two feet deep was driven into the batch around the shaft of the mixer. The batch of material was being thrown against the wall of the tank where it revolved rapidly in an unbroken wave. In this case there was very little mixing action taking place and most of this was coming, not from the mixer, but from friction against the wall of the tank. The problem was solved by cutting the speed of the mixer in half, by changing the angle of the agitating elements and by introducing a baffle along the wall of the tank so that the rotating wave would be broken up.

Each class of liquids-solutions, suspensions and emulsions-has its own particular problem.

It is easy to visualize the process of mixing if we think of construction of an emulsion. In an oil-inwater type emulsion you have oil dispersed in water and kept from coalescing by means of an emulsifying agent. In other words each little droplet of oil is completely surrounded by water. This is comparable to the structure of a batch of lotion consisting of one or more materials not immediately soluble or else suspended in a vehicle. Let us take the simple case of borax in water. Borax is soluble in water, but it requires a little time before solution takes place. During the process of solution each particle of borax is completely surrounded by a film of water which readily becomes saturated and will not dissolve any more of the particle of borax. Now it is obvious that if the mixing element does not disturb the relation between the minute particle of undissolved borax and the particles of water surrounding it, the saturated film of water might remain there indefinitely, subject to the laws of gravity (which with certain substances

would in time complete the solution). This can be illustrated by placing some of the borax into a glass

for a long time before dissolving. But it will dissolve readily the instant the relative position of the particles of borax and the particles of water are changed, i.e. by agitating. Now if you take that same glass and impart a rapid circular movement both the particles of borax and the particles of water obey the laws of centrifugal force and will continue their fixed relation to each other for some time. This is what was happening in the case cited above; the particles of dissimilar substances were not constant-

ly changing their position with relation to each other. From this it will be seen that the function of the agitating element is to change constantly the relative positions of all the particles of the preparation to be mixed. It is also obvious that the quicker this change is effected, the more rapid and complete will be the mixing process. There are certain exceptions to this of course as in the case of materials that are difficult to dissolve in the vehicle, in which case the function of the mixer is to reduce the particles to the smallest possible size so as to expose to the action of the solvent the greatest possible amount of surface. This is also true of emulsions where it is desired to reduce the oil or water to the smallest possible size and to disperse these reduced particles through the external phase or the vehicle.

Another consideration in connection with mixing is that some batches of materials to be mixed ought to be handled in a special way instead of uniformly. In many plants the only distinctions that are made between various preparations are made on the basis! of viscosity. All lotions (for instance from lilac vegetal to a hair waving fluid) being handled in the same way and often with the same mixer. There is nothing wrong with using the same mixer for all the preparations it will "pull," but it ought not to be used in the same way.

Let us take the case of the widely used portable mixers for example. They are built for adaptability, but many manufacturers do not take full advantage of this fact. Often the clamp is set so that the shaft of the mixer is almost perpendicular; this set up continuing unchanged regardless of the material being mixed-the object being, apparently, to get the propeller as near the bottom of the tank as possible. In some cases this may be desirable as for instance when there is a heavy precipitate at the bottom of the tank which it is desired to stir up. In other cases, however the shaft of the mixer should be pitched so that it is diagonally across the tank in such a fashion that it will act as a baffle itself. Again, it may be desirable change the pitch of the propellers; it may be desirable to remove the propellers and to substitute paddles. All these possibilities are provided for in the design of the portable agitators (of the type regularly advertised in THE AMERICAN PERFUMER), but many people do not take advantage of them.

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The small manufacturer, who produces two or three, fifteen or twenty gallon batches of materials a day, does not

have to worry about whether mixing time is prolonged unnecessarily or not, so long as the mix effected is satisfactory and in the case of emulsions, stable. But mixing time and the manner in which the mixing process is effected is vitally important to the large manufacturer who does not want to mix a batch of goods a minute longer than necessary.

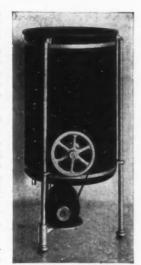
There is another consideration having a direct bearing on mixing and also on friction. This is the distribution of perfume. Friction causes heat and heat injures some essential oils. It is desirable therefore (especially in the case of perfumes and toilet waters containing a large percentage of perfume) to reduce friction to a minimum. There is some research going forward to determine the full effect of this but as yet results are not available.

The question is often asked: how distribute perfume thoroughly when only a small percentage is used in an aqueous solution containing no alcohol? The answer is by mixing it with some such substance as purified talc in which it will be dispersed through the liquid, the talc itself being filtered out later. Precipitated chalk is often used, but is objectionable on the score that it clogs the filter beds.

As to the devices for mixing liquids, the most common of course are various types of portable mixers, so well known as to require no further comment. Unquestionably they are ideally suited to the purposes of smaller manufacturers as well as the larger ones.

When, however, the size of the batch requires a mixer of several horsepower the "portability" of this type of mixer is open to question, and, hence, if the same preparation is made continually, there is little doubt that some form of mixing tank with a built-in agitator is more adaptable.

So much then for liquids that are relatively easy to mix. The next class of liquids is emulsions, which may or may not be easy to mix depending upon the nature of the preparation. Where easy to mix, the common mixing device will suffice. When not, some other device



TYPE OF MIXING TANK

must be used such as a homogenizer or colloid mill.

Unfortunately, the impression persists that production must of necessity be large in order to use a colloid mill effectively and also that they are very expensive. All of which is not in accordance with the facts. This condition arose because colloid mill makers have misnamed their equipment. The usual "laboratory size" will deliver 25 gallons per hour of a fairly viscous liquid. Such a machine would suffice for the needs of a great many medium sized manufacturers. But colloid mills may be obtained in sizes even smaller than this, so that even the small manufacturer in need of a colloid mill may obtain one suited to his uses.

The colloid mill is a refinement of mixing apparatus; it is almost a "grinder" as its function is to reduce particle size of a relatively homogenous liquid or semiliquid. A colloid mill cannot easily be used alone; the batch must be given a preliminary mix so that the various elements are fairly distributed through it. In the colloid mill the material is passed between a rotor revolving at a speed of several thousand r.p.m. and a stator—(in some models the stator is eliminated and the material passed between two rotors).

Paralleling the colloid mill in purpose but differing from it in action is the homogenizer, which is essentially a high pressure pump with a homogenizing head or valve. The valve and seat of the head are made of a very hard metal; the valve being held down on the seat by means of a powerful tension spring in such a fashion that it requires several hundred pounds of pressure to force the liquid through the interstice. The liquid thus forced through, being suddenly released

from this tremendous pressure, "explodes" in such a fashion that the droplets of the dispersed material are reduced to a very fine state.

An emulsion "homogenized" by means of a colloid mill or homogenizer will remain stable even when subjected to violent tremes o f temperature. In any case, however, the emulsion must be properly compounded with an



TYPE OF HOMOGENIZER

emulsifying agent or else it will separate, whether "homogenized" or not.

In the class of difficult mixtures are liquid face powders. Mixed in an ordinary mixer, the powders will not remain in suspension very long. Put through a colloid mill and they will remain "up" for a considerable period and may never precipitate entirely. On account of its construction liquids like this containing a relatively large proportion of solid matter may not be run through a homogenizer as the abrasive solids would cut it all to pieces.

Importers to Charge for Returns

At a recent meeting the Perfumery Importers Association adopted an important resolution regarding returned merchandise. Under the new ruling, any items which are returned for exchange for other products will be charged five per cent. Any items which are returned for refinishing will be subject to charges of from ten per cent to twenty-five per cent according to the necessities in each case.

The association has been considering the subject of returned merchandise for a considerable time and has already adopted regulations to curb straight returns for credit which have met with considerable success. Members of the association have pledged themselves to adhere strictly to the new regulations.

Difficulties with returned merchandise, whether for credit or for exchange or refinishing have for a long time been among the most pressing and troublesome problems of the entire toilet preparations industry, embracing both the importers and the domestic manufacturers. Differences in policy and the practice of extreme liberality in the matter on the part of some houses have made the solution of the problem extremely difficult.

Board of Trade Defers Action on Price Maintenance Report

Members of the New York Board of Trade, Inc., declined at a luncheon at the Prince George Hotel on February 10, to take immediate action on a report of the special committee on price maintenance which was presented by President W. J. L. Banham to the gathering. This committee, under the chairmanship of Edward Plaut of Lehn & Fink Products Co., offered resolutions favoring the principle of price maintenance based upon the recently completed report of Dr. E. R. Seligman.

The resolutions and the preliminary report of Dr. Seligman brought out considerable discussion of price maintenance in various phases and the motion to refer the report back to the committee for further study and subsequent report was adopted at the close of n most interesting session.

Among those who were heard in connection with the report was S. W. Fraser of Burroughs Wellcome & Co., Carroll Dunham Smith of Carroll Dunham Smith, Inc., and Percy Strauss of R. H. Macy & Co.

It was proposed that at the next monthly meeting of the Board an attorney familiar with the legal side of price maintenance should be present so that a discussion of strictly legal phases of the problem could be had and this suggestion was adopted by the president.

Drug Trade Dinner March 15

THE annual Get-Together Drug Trade Dinner will be held this year at the Commodore Hotel, New York, on March 15. Plans for the dinner are rapidly getting under way and the committee in charge of the affair headed by P. C. Magnus, president of Magnus, Mabee & Reynard, New York, who is also chairman of the section, have made elaborate plans for entertainment of the record crowd which is expected to attend. Last drug trade from New York and other cities. This year, with the active support of all of the associations in the field, the committee hopes to have 1,000 present.



P. C. MAGNUS

A speaker of national importance has been invited to deliver the principal address of the evening and while his name cannot be announced at this time, it is expected that his acceptance will reach the committee in the near future. One or two other speakers and entertainment of a high order will also feature the occasion. A reception committee of forty of the trade's leaders is being selected and will function

under the chairmanship of B. J. Gogarty.

Other members of the dinner committee are F. J. McDonough, New York Quinine & Chemical Works; S. B. Penick, S. B. Penick & Co.; C. A. Prickitt, the Upjohn Co.; S. W. Fraser, Burroughs Wellcome Co.; A. Bakst, Bakst Bros.; Gustave Bayer, Merck & Co., Inc.; C. L. Speiden, Innis, Speiden & Co.; A. A. Teeter, Chas. Pfizer & Co.; V. E. Williams, Monsanto Chemical Works, and R. C. Schlotterer, secretary of the

Texas Bottlers Meet in San Antonio

The annual convention of the Texas Bottlers of Carbonated Beverages was held in the St. Anthony Hotel, San Antonio, January 28 and 29. Registration was unusually large, more than 130 being in attendance at the meeting. The following officers were elected: Henry Doris, of Dr. Pepper Co., Ft. Worth, re-elected president; Taylor Grey, re-elected first vice-president; and Billy Reeves of Greenville, Tex., re-elected secretary. Two new directors were added in the persons of Ralph Tompson of the Coca Cola Bottling Co. of Dallas, and J. C. Massenberg of Dr. Pepper Co., Dallas.

Personnel and Office Management Conference Held at Pittsburgh

A personnel and office management conference was held at the William Penn Hotel, Pittsburgh, February 15, 16 and 17, under the auspices of the American Management Association. Numerous subjects of interest to the personnel and office executive were considered both in formal addresses and in round table discussions.

Annual Canners Convention and Exhibit

THE Canning Machinery and Supplies Association held its annual exhibition and convention, in conjunction with the National Canners Association, at the Hotel Stevens, Chicago, from January 25 to 29, inclusive. While economic conditions during the past year have cut down the output of some of the individual factories, they have also served to inspire inventive genius to greater efforts in the production of labor saving and quality producing machinery. This was greatly in evidence by an unprecedented display of new and improved machinery, much of which has never before been exhibited.

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The convention this year marked the silver anniversary of the National Canners Association. The exhibits included a complete array of peas, pickles, tomatoes, corn, in fact every product that is packed, including the machine, equipment, cans, bottles and

everything necessary to pack a better quality for the markets. Secretary Sam Gorsline, who handled the exhibit and convention, stated that the total registered attendance was slightly lower than in 1931, but on the other hand, the number of exhibits was about 15 per cent greater than last year. The American Can Co., held its usual "Canco" theatre party on Thursday, January 28th at the Medinah Shrine Temple and over 5,000 convention visitors attended the party, which was followed by a dance.

Addressing this meeting, president H. W. Phelps of the American Can Co., paid a tribute to president elect Mark Hutchinson of the Canners Association and then described in detail plans for the co-operative advertising campaign of the industry during the coming year. He pointed out that the original idea behind this advertising campaign had been educational copy in



DISPLAYS AT CANNERS' CONVENTION AND EXHIBITION

Top Left, Economic Machinery Co., Right, Anchor Cap & Closure Corp.; Center Left, Phoenix-Hermetic Co., Center, American Can Co., Right, Continental Can Co.; Lower Left, Pfaudler Co., Right, Owens-Illinois Glass Co.

national magazines for the future benefit of the canned foods industry. This has been altered on account of conditions in the industry to a more direct selling campaign in local newspapers which Mr. Phelps believes will greatly benefit the industry during the coming year.

Concluding his address, Mr. Phelps stated that the problem of 1932 was a financial problem. He urged his hearers to make plans for the year with this in mind and with particular reference to four people, the banker, the can man, the supply man and the farmer, developing the business and planning production so that the end of the year would find them in good financial positions. "I believe" he concluded, "in reasonable conservative optimism for 1932. I believe that there are some things that indicate that 1932 will be better than 1931. I hope they are right."

Exhibitors at the convention, photographs of some of whose elaborate and attractive displays accompany this article included the following: American Can Co., Continental Can Co., Economic Machinery Co., Owens-Illinois Glass Co., Phoenix-Hermetic Co., Glascote Co., Karl Kiefer Machine Co., Anchor Cap & Closure Corp., and the Pfaudler Co., along with many other manufacturers of cans and canners' machinery and supplies.

Embossing Co. Wins Injunction

Federal Judge Campbell, of the United States District Court in Brooklyn, New York, has upheld the validity of a patent on embossed wood top corks owned by the Embossing Co., Albany, New York. This decision was handed down on a suit for infringement brought against L. Mundet & Son who sell embossed wood top corks manufactured by the Halsam Products Co., Chicago.

Following is the statement made by the Embossing Co., relative to this infringement suit:

"The patent owned by the Embossing Co., Albany, N. Y. covering the embossed wood cork tops which it is manufacturing, has been valid and infringed in a suit brought against L. Mundet & Son for infringement by the sale of cork tops manufactured by Halsam Products Co., Chicago, which defended the suit. A cash settlement was made by the latter company, which also agreed to respect the patent in the future.

"The suit was tried in the United States District Court in Brooklyn, New York, before Federal Judge Campbell, who decided the case in favor of the Embossing Co., and granted a permanent injunction restraining the defendant from manufacture and sale of infringing tops,"

Duty on Manicure Sets Protested

In protest 501981-G, Geo. Borgfeldt & Co., New York, claimed that lined boxes covered with surface coated paper, having a brass clasp, and containing a nail file, scissors, buffer, and small box for powder or paste, classified at 50 per cent ad valorem under paragraph 230 of the Tariff Act of 1922, should be returned for duty under paragraph 1305.

Justice J. Sullivan in T. D. 18615, overruled the protest as it was submitted without evidence offered in support of the contentions.

A.M.T.A. Convention Dates

A T a meeting of the executive board of the American Manufacturers of Toilet Articles at the Biltmore Hotel, New York, February 4, the date for the forthcoming convention of the organization was fixed and a report from the convention committee was received.

The Convention will be held at a New York hotel to be selected by the entertainment committee the dates being April 26, 27 and 28. Plans are going forward already for most interesting business sessions while entertainment will be up to the usual high standard.

President H. H. Bertram has accepted an invitation to convey the greetings of the association to the dinner in honor of Dr. Curt P. Wimmer to be given by alumni of the College of Pharmacy, Columbia University, at the Hotel New Yorker, February 25. The executive board authorized the sending out of a bulletin to members urging their attendance at this dinner. A bulletin is also being sent to members calling attention to the annual Get-Together Dinner under the auspices of the New York Board of Trade, Inc., Drug, Chemical & Allied Trades Section, at the Commodore Hotel, New York, March 15.

Third American Beauty Congress

The Third American Beauty Congress was held February 1, 2 and 3 in the Grand Ballroom of the Hotel Astor, New York City, under the auspices of the Beauty Industries Manufacturers' Association, Inc. The program of lectures was under the management of the New York State Hairdressers & Cosmetologists Association and consisted of practically every subject pertinent to the hairdressing industry.

Among the exhibitors present were Charles Arnao Co., Minneapolis, Minn., Braun's Almabra Preparations, Inc., Empress Mfg. Co., Inecto, Inc., all of New York, Johnson & Johnson, New Brunswick, N. J., Marinello Co., Adele Morel, Inc., Parker-Herbex Corp., and Rapidol Distributing Corp., all of New York.

A most successful entertainment program was conducted also under the same auspices; the first evening being devoted to a legislative meeting followed by a dance; the second night, to the official presentation and choice of the winning beauties; and the final evening to a midnight frolic and supper held in the Paramount Grill.

Willard C. Howe, publisher of the American Hair-dresser, was chosen business manager of the Beauty Industry Manufacturers' Association during the week of the show. He succeeds A. L. Bender, who resigned.

Increase in American Toiletry Exports

American toiletry exports show some increases in the first 10 months of 1931 over 1930. Face powders, lotions, lipsticks, and other cosmetics, depilatories and deodorants, and hair preparations show advances in value. Shaving soaps, which dropped in value, are greater in volume. Total exports of all classes of toiletries and soaps (not including exports to Porto Rico or Hawaii) reached \$9,822,807, against last year's 10-month figure of \$11,707,740.

Change for the Sake of Change?

Why Frequent Changes in Packages, Goods and Advertising May Often be an Unwise Policy by Leroy Fairman

ENTION has previously been made, in these V articles, of the many new products, and old products newly packaged, which appear monthly

in THE AMERICAN PERFUMER. It is doubtless true, in every instance, that the unfamiliar dress in which familiar products are thus presented marks a decided improvement. Doubtless the public will appreciate these changes, and its approval will be reflected in increased sales.

Why were these changes made-why were they thought necessary? Because the old packages were outmoded, old fashioned, inartistic and unattractive. Whatever merits they may have had, or appeared to have, have been cancelled by

changes in public taste and made obsolete by new methods and new standards of ornamentation, illustration, typography and reproduction. Many of them, it is true, never had any merit; they were hastily thrown together by persons of no artistic taste or training; manufacturers who held that the only purpose of a package was to contain and protect the product, and identify it to those who sought it.

Most of the old packages which have recently made way for the new were the products of the dark ages in American designing. They were never good. They should have "died a-borning." If they had been, in the beginning, graceful, attractive, well balanced and dignified, there would have been small reason-or no reason at all-for changing them now.

In other branches of early American art and designing, especially in glass, pottery and furniture, an entirely different condition prevails. When, for example, we attempt to "improve" upon early American furniture, such monstrosities as Grand Rapids, "mission," and the present abhorrent "modernistic" styles are the result. The point is that when a thing is really good, when it conforms to eternal laws of grace and symmetry and artistic harmony, it will remain good until the end of time, and any changes made in it will in all probability be for the worse.

One hears rumors and suggestions, nowadays, that the new cosmetics packages which are now appearing in such vast volume, will, in a year or so, or at some time in the near future, be changed again. The idea is, in so far as I can gather, that these new containers and labels will in their turn soon become old-fashioned and should therefore go into the discard; or that, in any case, a change should be made for the sake of change-to give the public something new and fresh to admire and covet.

I see no sense in this. To my mind, a package should be time-proof. It should be so correct in form and

& Essential Oil Review

proportions, so perfect in design and color, that it will be eternally right and eternally satisfying. If the new packages were not designed with that thought

> in mind and that purpose in view, they are wrong now, and should never have been placed on the market.

> It may be claimed that this ideal of permanent perfection is impossible to achieve; that our most sincere efforts in that direction will fail, and that in the course of time that which now seems eternally right will prove to be nothing of the kind. To this the answer is that it will be time enough to cross that bridge when we come to it-that our present job is to do the best we can in the light of

such knowledge as we now possess. a package which we intend or expect to change in a year, or five or ten years, is, in my estimation, fundamentally wrong. Would you buy an expensive rug for your floor which you expected to throw out in a few years? Would you buy a picture for your walls which you intended to replace as soon as you had grown to love it? Would you have a valued book bound for your library, with the idea of ripping off the binding and getting something "new and fresh" in a short time? Why then should you deliberately plan to forge anew, every few years, one of the most important links which bind you to the users of your

We see that same idea of a change for the sake of change in products themselves.

The manufacturer who adds a new item, or a new group, to his line is not to be adversely criticized, provided, as I have so often said before, he is sure that his new goods meet a real public need, active or latent. But what of the manufacturer who, having introduced, distributed, and heavily advertised a product or group, and then permits it to slip off into obscurity while he bends all his energies upon the introduction and popularization of a new line? Particularly if the new line is, to all practical intents and purposes, identical with the old except in name and style of packing? Just what, one wonders, is his idea?

This, by the way, used to be a favorite stunt of our friends the cigarette manufacturers. They would spend a million dollars on one whirlwind campaign for some brand of cigarette; then apparently wipe it off the slate entirely and come out with a new brand, and spend more millions in popularizing that. The theory was that their advertising money would bring more returns if expended on an entirely new piece of goodsnew name, new package, new advertising style and advertising arguments-than it would if expended on behalf of the old brand. This was not true, and there

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VIEW OF VILLAGE OF SAINT PAUL, NEAR GRASSE

thought to be true. The net result was that some of the manufacturers have to go on producing a limited quantity of old brands which they tried to abandon, but which a great many smokers became accustomed to and still demand.

It is an expensive matter to put a cosmetics item on the market and build up consumer acceptance for it. When this is done the public demand created at the cost of much sales effort and advertising is a valuable asset. The impetus which has been given to the product will with a lessened amount of selling and advertising support, carry it forward indefinitely. When all support is withdrawn, in favor of a new piece of goods, it will begin to slow up and the investment which it represents will be largely wasted. And in order to gain public support for the new goods, a great deal more selling and advertising effort is required than would have been necessary to hold the market, and accelerate the demand, for the old product.

Additions to a line, in the form of innovations, novelties and improvements, are often advisable and prove very profitable, but to let a product die through lack of support just for the sake of supplanting it with another of the same type is an altogether different matter.

Although the great masses of the public are fickle, still there area great many people who form rigid buying habits which they are strongly disinclined to break. These become accustomed to a product, and invest it with qualities which the manufacturer doesn't dream of—and which, in fact, have no real existence. They are very real, though, to these habit buyers, and when the product they have become so fond of is no longer to be found in the stores, they mourn its loss.

This faithful group of consumers is valuable as a nucleus to what, in time, should become so large a body as to spell the difference between a moderate success and a very great success. The continued patronage of these consumers is the bone and blood of that intangible but important asset known as good-will, and most manufacturers seem to forget that good-will is a perquisite of the product and not of its maker.

It is in advertising, however. that the change for the sake of change policy attains its full development and shows greatest power for mischief. The manufacturer who runs more than thre advertisements of the same type and style seems to feel that every man, woman and child in all America has seen them, read them, pondered them, and deposited them prominently and permanently in memory's records. "They're all seen that stuff, says the manufacturer to his advertising agent, "and must be getting tired of it. We've gotta give them something new and different!" Whereas, as a matter of fact, the number of people who have noted the advertising carefully enough to

recognize its particular style, and identify it with the manufacturer or his goods, would probably make a surprisingly small audience for Madison Square Garden.

There may be-probably is-such a thing as adhering to one advertising style too closely, and too long. The house of Tiffany, after running the same style advertisements for half a century or more, has recently modified it to the extent of introducing a chaste and modest illustration now and then. A small thing, one might say, but it has created as much interest, not to say amazement, in advertising circles as would be created in insurance circles if Calvin Coolidge should appear at a directors' meeting in that four gallon hat which his Western admirers gave him a few years ago. It may have been bad judgment for Tiffany to run the same kind of advertising for fifty or sixty years; it may have been mistaken judgment to introduce even the smallest illustrations now; it might be a good idea for them to discard all past precedents utterly, and blossom out with an altogether new, and vastly different, style. Who can say?

This much, though, has been proved times enough to make it a certainty: An advertising policy, plan, method or style, should be adopted only if there are sound reasons for believing that it will well and truly present and represent the goods to the public; that it will so strongly appeal to the logical users of the product that they will go to the stores and buy it; that in illustration, layout and typography it is perfectly adapted to the goods, the message and the consumers appealed to—that it is, in all respects, the best plan, method or style that can be devised.

When these conditions are met, do we not have an advertising style which should be followed until we are very *sure* that something has been suggested and developed which will better represent the goods, appeal more strongly to the consumer, and sell more per dollar of advertising investment?

In other words, no advertising style should be adopted unless the advertiser feels, in so far as he can

judge from present information, that he has something he will be willing to stick to for many years to come. And the time to change is when new information, or new ingenuity and originality, makes possible a style which will beyond doubt or question sell more goods.

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Are advertising changes made for these reasons and on this sound and businesslike basis? No; they are made for the sake of change. They are made because the advertiser feels that because he himself is tired of looking at those advertisements, everybody else must have wearied of them too. What a fallacy!

It is true that when the same advertisement appears time after time, people soon recognize it and pass it by. But new illustrations, fresh copy, varied sizes and dimensions, and slight changes in layout and arrangement are sufficient to attract and hold the eye, even if the advertisement follows closely to a style and basic idea which has long been in use. Only yesterday I saw a very attractive Pepsodent advertisement; it stopped me, and it remains in my memory, yet it was based upon that same "film" idea that I have seen thousands of times.

The advertiser who feverishly jumps from one advertising method of style to another, year after year, inevitably casts aside useful ideas which would bring excellent results over a long period, and just as inevitably adopts new ideas which are less productive than those he has discarded. Moreover, if radical changes are made, the advertiser often loses much of the cumulative effect, the building and strengthening power, of his previous advertising. Advertisements which associate themselves readily with previous copy act as a reminder; they often bring to full fruition half-formed intentions to buy whose growth was begun and stimulated by advertisements seen in the past. Advertisements of an entirely new type and style lose practically all of this reminder value—to a certain extent they place the advertiser in the position of a beginner.

It would be a fine thing if some of these advertisers who are always howling for something new and different were forced to go out and talk with the consumers, and see how few of them could tell one manufacturer's advertisements from another's when the names at the bottom are covered up!

Merchandising Fair at Atlantic City

The third American Fair, the annual national merchandising exposition held in Atlantic City will this year include the exhibits of major industries in at least eight important fields, it was announced here February 8th by Lincoln G. Dickey, general manager of the Atlantic City Auditorium, the largest structure of its kind in the world, which will house the Fair from July 16th to August 28th.

The 1932 Fair, according to Mr. Dickey, will employ the media of exposition, radio references, entertainment and sport features, and nation-wide publicity "in an important new combination at a time when American distribution eagerly seeks new methods and insists upon greater efficiencies." In accordance with a plan of including representatives of leading American industries in "a sales-motivated industrial pageant," he said, a preferred list of eligible American companies has been established from among which the principal participants in this year's Exposition will come.

Coming Conventions

Second Annual Packaging Exposition, Palmer House, Chicago, Ill., March 7 to 13, 1932.

International Beauty Shop Owners' Exhibition and Convention, Hotel Astor, New York City, March 14 to 17, 1932.

Annual Mid-West Trade Show, Hotel Sherman, Chicago, Ill., March 28 to 30, 1932.

American Manufacturers of Toilet Articles, New York, N. Y., April 26, 27 and 28, 1932. National Paper Box Manufacturers Association,

National Paper Box Manufacturers Association, Book-Cadillac Hotel, Detroit, May 10 to 13, 1932.

Flavoring Extract Manufacturers' Association, Hotel Madison, Atlantic City, N. J., June 13, 14, and 15, 1932.

National Hairdressers and Cosmetologists' Association, Cruising Convention, S. S. Noronic, Sept. 10 to 16, 1932.

American Bottlers of Carbonated Beverages, Cleveland Public Auditorium, Cleveland, Ohio, November 14 to 18, 1932.

American Pharmaceutical Manufacturers' Association, Mayflower Hotel, Washington, D. C., December 10 and 11, 1932.

Prof. Bogert Lectures on Perfume Engineering

"Perfume Engineering" was the subject of a lecture given before the Science Forum of the N. Y. Electrical Society, February 10, by Prof. Marston T. Bogert, head of the organic chemistry department of Columbia University. Prof. Bogert in his usual entertaining manner when giving this lecture on essential oils dwelt upon the intricacies of the manufacture of perfumes emphasizing the work that has been done in the research laboratory on the synthetic duplication of the natural floral odors. He pointed out how research work on the various violet synthetic perfumes had resulted in the discovery of the constitution of Vitamine A as well as various plant and animal coloring matters. In this connection the similarity of carotene, the coloring matter which gives color to carrots, butter and the yolk of eggs, to the Vitamine A molecule was illustrated by formulas.

With the aid of highly colored slides Prof. Bogert took his audience to the various flower fields of the world and to several of the larger extraction plants.

To show the source of the oils of animal origin slides of the musk deer, civet, whale, etc., were shown.

Coty Enjoins Another Imitator

Stanley Shein, toilet goods jobber of Providence, R. I. and New York, was permanently enjoined by U. S. District Judge Francis G. Caffey, in U. S. District Court, Southern District of New York, January 16, from using the word "Coty" or "L'Origan" in connection with the sale or advertisement of perfume, cosmetics or toilet preparations unless genuine Coty products.

Evidence was offered that the defendant had sold a quantity of spurious Coty perfume represented as genuine in counterfeit Coty packages, which he alleged had been obtained from a source which was the subject of previous prosecution and conviction by Coty.

A Quarter-Century of British Perfumery

An Anniversary Survey Prepared by Archibald C. Merrin

Editor, "The Perfumery & Essential Oil Record," London

WENTY-FIVE years ago, perfumery in the United Kingdom was regarded as one of the luxuries; to-day, most women consider it a necessity, and many men would miss it in certain articles. No need to specially plead the hygienic value of cosmetics. Sufficient that recognition of their beautifying effects has, in the two-and-a-half decades, passed from the female classes to the female masses. Similarly, it is a commonplace that people nowadays for personal cleansing use scented soap, whereas a

quarter of a century back a convenient slice from a good quality household bar was all-satisfying.

To sing of the years prior to the War is to chant of steady progress from the trade point of view-progress, marked by keen competition in the home market and a boom in the export. Who can gainsay that in those happy days Britain could not and did not hold her own in fancy perfumery, in pictured and satined cases and in the delightful cut-glass models. In toilet soaps, it requires no trade valiant to affirm that the British quality was the best in the world. I have, in my collection, samples of soap made over two decades back by an English firm whose name was one to conjure with; unwrap the delicate packing-the tablets are not discolored, are not specky, the milling and stamping is as yesterday and,

in ablution, the enchanting odor lasts until the very last lamina. Character and finish and pack in British toilet soap remain to this day—and will remain. Broadly, it is a heritage; despite combinations and "runners up," the laws of quality and presentation in perfumery—be it liquid, powder, compact, cream. toilet soap, or what not—are founded on the principles and tradition passed on by our forbears whom all the world acknowledge as masters. To-day we salute that flag somewhat in the shadow of the "cheap" trade; but from this the newer consumers will, we hope, in time learn to discriminate in favor of the superior practice of our perfumery laboratories.

During the War, and for a short period following, much poor material was marketed owing to shortage of basic articles, restrictions, and so forth. The "boom" period following the armistice, was marked by the same difficulties, but also by high values owing to increased taxation. Also came a large number of

small trading ventures that were washed out in the slump of 1921-2. The restrictions and taxations, however, have continued and the difficulties have been increased by much foreign competition, especially French and American. Yet withal, unhesitatingly, I affirm that British perfumery has triumphed towards that only satisfying goal—progress.

The culminating point of alcohol taxation in 1920 marks an important phase in the history of the trade. The high duty on spirits of £6, per gallon rendered

liquid perfumery of the day prohibitive to many so that a severe loss of business followed. Appeals to the Government were made, without avail, and substitutes were entertained. Values and spending power received a severe shaking during the "slump" period and induced the better class trade towards concentration of their products to reduce the expense of the alcohol. Steadily the change came about in the years that followed, being considerably helped by the popularity of miniatures at a price in keeping with the purse of the public. Ultimately for the richer section a newer, expensive, and superior class of scent became popular, in which the high value of alcohol lost its former importance. Today, the better class consumers demand the best, which must be lasting. They have become accus-

tomed to a little of it and use it sparingly. The older fluid odors have been continued for the cheaper trade by the use of isopropyl alcohol as solvent. This has gradually become available in excellent quality and large quantity at reasonable cost, thus allowing for improvement in productions and success for the smaller manufacturers.

The much maligned isopropyl alcohol has served another useful purpose, viz. displacement of the far more unpleasant industrial methylated spirit with a saving, in a large number of instances, of perfume material required to cover its nasty odor. Far better preparations in the way of hair washes and so forth are now marketed by the use of isopropyl alcohol. The ethyl alcohol difficulty, however, remains largely in regard to lavenders, colognes, and toilet waters which formed the bulk of the pre-war home and export trade, and although the isopropyl substitutes, with clever masking have gained much ground at home, the business of the old-time spirit articles





THE AUTHOR-THIRD FROM LEFT AT HEAD TABLE-PRESIDES OVER A RECENT LONDON EDITORS CONFERENCE.

of this class has largely been lost to our manufacturers for the time being.

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In the early years under notice, perfumery manufacturers relied largely upon the natural material. A general bias existed against synthetics, which at that time were making steady progress in purity and in newer productions. Consequently, a large number of important discoveries were kept secret in their use. The floral base productions, in particular, by Wartime had prepared the way for the important future. The value of this research in relation to the prosecution of the War in the sad years that followed need not be discussed. During that time and the following years, Great Britain's share in the making of synthetics expanded, especially under the Safeguarding of Industries Act. In the research work involved, much credit is due to British chemists. Getting back to normal times, the old prejudice against synthetics quickly became removed by the recognition of the inter-dependence of the products of chemical synthesis and of Nature, both being essential to progress. Manufactures on the European Continent, and here, of extreme importance to the perfumer, followed; the past decade in fact has been most fruitful in new and important synthetics. Without them, the exclusive and fine grade finished perfumery of to-day would have been impossible. The natural materials have also been improved to greater concentration and more convenient forms by way of extraction and other methods. Expert manufacturers, too, devote much time to specialist preparations, and altogether the choice of material has been much widened. Moreover, the perfumer has been relieved of the greater part, if not all, of the troublesome treatments of the natural substances.

No one firm of primary makers has the best of everything. The perfumer's selection has to be made by painstaking experiments, but even so he is free to give the greater part of his time to the art of compounding. Oft has it been said that in spite of the wonderful advances, the exact duplication of any natural flower odor is not yet possible. Samples of prime raw materials submitted to unbiased criticism refute that idea, for there are many faithful representations available. Firms have the exclusive use of certain necessary material and their experts have given long periods of study to the perfecting of such specialties. Thus, the manufacturing perfumer's opportunities for "creations" are greatly increased to-day by the use of products not available to him a quarter of a century ago. However, the art of compounding does not rest entirely on the use of high grade materials for even though they are essential, they may yield poor results. It is rather in knowing the toning desired and how to obtain it; in other words it is a matter of artistic ability, which is practical and manipulative skill only to be obtained by system in acquiring knowledge and by infinite patience in all things. Today technical progress has thrown so many alternatives in the path that shortages and high prices no longer worry the perfumer. Costings have to be met and if the original material fails to do so, new ground is immediately sought.

In the art of presentation, Britain does not lag behind America and France. Wonderful advance has been made within recent years in all countries, and the best perfumers at home keep abreast of it. The main feature of the perfumery world in Great Britain since the slump of 1921-2 has been the tendency to smallness to meet the restricted purse of the public. That feature has been accentuated as time has passed. No longer are the beautiful cut bottles and elaborate packages of the pre-War period in demand. The tendency is ever towards novelty and handy combination packages of perfumes, soaps and toiletries, with duplicates or refills for them, at the immediate command of the retailer. In the presentation of these Britain has excelled.

A Perfumery Manufacturers' Section of the London Chamber of Commerce has done much work in the

interests of the trade for many years past under the guidance of chairmen and executives of great experience. Pre-War, and again more recently, it has endeavored to secure manufacture of spirituous perfumes in bond for home requirements as some relief from the high cost of alcohol. Since the War the Section has resisted on all occasions the spirit duties. An association of importers of perfumery has been formed lately and a joint-committee of it and of the Section of the Chamber has this year met to discuss business matters of mutual concern. In the period under review old established soap and perfumery firms have been absorbed by the "combine" and there have been amalgamations in other directions, but we have also had a multiplicity of new comers. Some of the large stores have now their own manufacturing departments.

During the past decade, trading has been noticeably more largely developed by the hairdresser and the beauty salon. The chief retail distribution, however, is still with the chemist and druggist and the departmental store; on these the public relies for an extensive stock of the innumerable brands. A fair amount of distribution is done by fancy shops, stationers and dressmakers or drapers; and the cheap stores, like Woolworths, have made inroads into a large proportion of the low-priced business. The outstanding developments of these years have been in regard to beauty, dental, manicure and hair preparations, vanity cases and novelties.

In these observations, I have not concerned myself with the uses of essential oils and allied articles other than personal, many such applications being perfuming rather than perfumery. I watch the world's big trade in fragrant distillates and in built-up odorous substances and the development of knowledge in these directions, and I am proud the part my countrymen take in these. However, as regards the perfumery business, prosperity in these times is a misnomer. That, relative to other industries, the British perfumery trade has, to-day, good success is true but not in greater measure than it deserves from the technique and business acumen put into it. And this, despite the shackles of laws and regulations.

Inecto Case Settled Amicably

THE court actions instituted by the Board of Health of the City of New York as the result of the failure of Inecto, Inc., to label its "Inecto Rapid Notox" containers in conformity with the regulations covering the use and sale of hair dyes in New York City, have been withdrawn without prejudice by the Board of Health. Likewise, Inecto, Inc., has discontinued injunction proceedings which were intended to prevent the Board of Health from enforcing the regulations, and has agreed to label its containers in accordance with the rules as revised by the Board.

The case was brought to an amicable conclusion as the result of an amendment to Section 128 of the Sanitary Code, adopted by the Board and mutually satisfactory. As a result of this amendment, the words "or an amine" have been added after the words "aniline derivative", wherever they appear in the regulations, together with a definition of just what these include.

The regulations over which the difficulty arose originally required that every container or package of hair dye which contains an aniline derivative should bear a label stating that "This product contains an aniline derivative which may cause irritation on certain individuals, and a preliminary test according to accompanying directions should first be made," and should also be accompanied by instructions for making a predisposition test.

Inecto, Inc., claimed that its product did not contain an aniline derivative, and therefore the regulations were not applicable. The embargo which the Board of Health has placed upon Inecto stocks in the hands of certain jobbers will be released just as rapidly as the Inecto company replaces them with bottles correctly labeled, or places temporary labels on them.

Brief Bereavement

Girls certainly do regret losing their youth-unless they pick up another one immediately.-Juggler.

A. C. D. S. Sea-Going Convention

MEMBERS of the Associated Chain Drug Stores, 100 or more in number, sailed from New York on February 4, abroad the Monarch of Bermuda for a seagoing convention of five days, one of which was spent in Bermuda. In a few instances the members were accompanied by their wives, and many of them had as their guests the principals of some of the best known druggists and surgical supply houses of the country.

During their one-day stay in Bermuda, headquarters were maintained at the Bermudiana Hotel, a splendid modern hostelry situated in one of the most beautiful parts of the island. A feature of the day was a golf tournament over the famous Riddle's Bay Golf Course, for the silver loving cup presented by Chain Store Age.

Business sessions of the convention were held in Brummel Hall, the luxurious main lounge of the Monarch of Bermuda. Talks on business topics were made by leaders in the industry at various meetings.

During their time not occupied by the business meetings, the delegates had opportunity to enjoy many of the attractions afforded by the ship. They declared the convention an ideal one, because of the excellent facilities at their disposal for general meetings, committee meetings, and for an unusual range of diversion between sessions.

Duty on Perfume Atomizers and Mountings

Houbigant, Inc., New York City, claimed that merchandise consisting of perfume atomizers, composed of the bottles fitted with a metal top specially designed for connecting the mounting to the bottle should be classified as entireties, as manufactures of metal, gold-plated, at 65 per cent under paragraph 397. This claim was made in protest 512241-G against the classification of the appraiser that they be returned for duty at 75 per cent ad valorem under paragraph 218 of the Tariff Act of 1930.

Justice J. Sullivan, in T. D. 18617, in accordance with stipulation of counsel and on the record presented

upheld the claim.

Geranium in the United States

Continuation of Report of Experiments Conducted in Several Localities by A. F. Sievers, M. S. Lowman and C. G. Marshall of the Bureau of Plant Industry U. S. Dept. of Agriculture

THE investigations in California have been given the most attention in recent years. In this state practically all conditions of climate are available. There are areas in which frosts seldom or never occur. Most of the agricultural sections have little or no rainfall during the summer and in these sections crops are grown either by dry land farming methods or under irrigation. It would seem that among such a variety of conditions some locality ideal for geranium culture would easily be found, and from a cultural standpoint this is true. However, those regions that are best adapted to this crop are also especially adapted for other plants, particularly certain tropical fruits, and such land is usually too expensive for geranium culture except for temporary or experimental purposes.

The first plantings were made in 1924. February. when rooted cuttings were shipped from Washington to National City and San Jose. At the former place the plants were set out on the ranch of W. A. Bush. The weather following the planting was dry and warm but the plants were irrigated and became established. Bv the following November they had made about 15 inches of growth. Very few plants were missing but

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on the whole the growth was not as heavy as it should be the first season. The soil was probably deficient in certain elements and water was perhaps not given in sufficient quantity or at sufficiently frequent intervals. It was intended by the owner of the ranch to use the available material for cuttings to set out a larger area during the winter hence no distillation was made. Later, other plans with regard to this planting were made by the owner of the property and consequently no additional information was obtained.

The rooted cuttings shipped to San Jose also arrived in good condition. Half of these were planted in the garden of a cooperator and the others were planted at Los Gatos where somewhat different conditions prevail. In both places the plants thrived and by November had made excellent growth. Those at Los Gatos which were exceptionally thrifty were from two to three feet high and were in excellent condition for distillation. It was deemed advisable, however, to save the material for propagating purposes during the winter and thus enlarge the planting. Before this could be done a cold wave in December completely destroyed the growth above ground and killed many of the plants. Since such temperatures are not infrequent in this section of California it was decided that the crop cannot be successfully grown there.

A few plants were also set out at Calipatria, California, in the Imperial Valley. These failed to survive the intense summer heat. It is probable that if

planted in the fall a crop could be produced under irrigation but such a plan would be entirely impracticable if the plants cannot be brought through the summer.

In March, 1925, a sufficient number of rooted cuttings were shipped from Washington to the U. S. San Diego Acclimatization Garden at Torrey Pines, California, to set out approximately onefifth of an acre. This garden is operated by the Bureau of Plant Industry for cul-

Industry for cultural tests on various plants of tropical and subtropical requirements. The site is a part of the San Diego city park system and is located on a high ridge overlooking the ocean about five miles north of La Jolla and 20 miles north of San Diego on the coast highway. This locality is practically frost free, and the geraniums have never suffered any serious damage from low temperature during the six years that the experiments have been under way, although on one occasion a temperature of 27° was recorded. Extreme temperatures are very unusual, either in sumer or winter. Fogs are not infrequent in winter. The rainfall which comes during the fall, winter and early spring has varied from 3 to 27.6 inches over a



Fig. 3.—Harvesting Geraniums at Torrey Pines, Calif., in Full Bloom, May, 1928.



Fig. 4.—Harvesting Rose Geraniums at Torrey Pines, Calif., in November, 1928. Compare with Fig. 3 Showing Harvesting in May of the Same Year.

period of 70 years, with an average of 9.6 inches according to Weather Bureau records at San Diego. It has been observed in this locality that rainfall is of relatively small importance to geraniums during the winter months. The plants make practically no growth at this period even if the rainfall is sufficient or water is supplied by irrigation. They have no difficulty maintaining themselves but remain practically dormant during December, January and February.

The plants set out in March became established quickly and with only a small loss in spite of the fact that they were in transit about seven days. The plot was irrigated as needed and given the necessary cultivation. Rapid growth was made and by August the field was in full bloom. Later observations indicate that after the first year the blooming takes place in

spring and early summer with only scattered flowers later in the season. Arrangements could not be made at this time to distill the crop and it was not until late in October that it was harvested and about 2,000 pounds distilled in the plant of the W. J. Bush Citrus Products Co. at National City, California. The material at this time was very woody and many of the lower leaves had dropped off and others had turned yellow. The amount of herb cut was at the rate of 24,200 pounds per acre but the yield of oil was only .037 per cent.

The still used at National City was not adapted to bulky, coarse material like geranium herb. This and the long haul involved made it necessary to secure other equipment which could be used to better advantage for future distillations. This could not be arranged during 1926 but in the following year a portable still was shipped from Washington and arrangements made with the La Jolla Laundry at La Jolla to furnish

space, water and steam for its operation. These facilities were used on several occasions for a number of years and the writers wish here to express their appreciation of the assistance rendered by the officials of this company.

In 1926 the plot was harvested in July and again in November and the yield of herb noted. In April, 1927, another cut was made and in July of the same year the first distillations were made in connection with fertilizer and irrigation tests. After a cutting, without distillation, in January, 1928, further distillations of fertilized and unfertilized portions of the crop were made in May and again in November. The size and general conditions of the plants at the time the plot was harvested in 1928 are shown in figures 3, 4 and 5. In 1929 the special fertilizer tests were discontinued and in June a part of the crop was distilled

Table 2 - Effect of the application of ammonium sulfate at the rate of 400 pounds per acre on rose geranium

	: Date: when		:	: Condition	n of pla	ants when h	arvested;	Calculated	yield of herb	
	:	1 (0)	:	: Fertilized		: Unfertilized :		per acre (pounds)		
Year	:Irrigated(1)	:Fertilized (2)	:Harvested		Height	: Stage : of : growth :	-	Fertilized	: Unfertilized:	
1926	:	: March 10	July 6			: Past : :blooming:		27,830	12,906	
16	:Twice since : July 6	* ************************************	: Nov. 8	: : :Few :	10-16	: :	8-14:	22,136	: 10,903	
1927	:		: Apr. 25			: Few : : Plooms :	8-10 : inches :	8,131	4,646	
	:	:	:	: :		: :			:	

- (1) The plants were not irrigated from the winter of 1925-26 to the time of harvest, July 6, but there was 5 inches of rainfall in April. Between July 6 and Nov. 8 they were twice irrigated. The crop cut on April 25 was produced from the winter rains.
- (2) The fertilizer was applied on March 10, 1926, with no additional application thereafter.

as a whole. In September the whole plot was again distilled. In 1930 two distillations were made, the first early in June and the second late in August. Figure 6 shows the condition of the plants in May, 1930, shortly before the June distillation. After a spring cutting in 1931 ammonium sulfate was again applied at the rate of 500 pounds per acre. By midsummer the plants were making good uniform growth and appeared to be entirely normal after seven years of continuous cultivation.

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The experiments with this plant at Torrey Pines, after the first year, have been mainly in three phases, namely: (1) effect of ammonium sulfate fertilizer at the rate of 400 pounds per acre; (2) effect of such fertilizer in conjunction with irrigation; and (3) effect of ammonium sulfate in quantities ranging from 500 to 2,000 pounds per acre.

of these three experiments are set forth in Tables 2, 3, and 4. The heavy growth made by the plants during the first year without the application of any fertilizer indicated that the soil contained all the fertility required. The following year, however, ammonium sulfate at the rate of 400 pounds per acre was applied in March on one-half the plot in order to obtain a preliminary indication of the response of the plant. The amount of fresh herb produced on the plot thus fertilized was at the rate of 27,830 pounds per acre as compared with 12,-906 pounds on the control plot. The latter yield is also some indication of the reduction of herb yield in the second year of growth when no fertilizer was



FIG. 5 .- VIEW SHOWING WOODY STALKS OF ROSE GERANIUMS THAT INTERFERE WITH THE USE OF HARVESTING MACHINES.

used. It will be observed from Table 2 that at the next cutting made in November of the same year the yield was considerably less but the rate of decline was greater in the fertilized plot. By April, 1927, that is, two years after its application, the yield was again greatly reduced from that in the preceding November but the fertilized plot produced 75 per cent more herb than the control plot. In order to eliminate as much as possible the effect of varying soil conditions in the entire area the fertilizer when first used was applied to four-row blocks with similar blocks between them as controls. The data shown in Table 2 are the composite results of the several fertilized and unfertilized blocks, respectively.

After the cutting in April, 1927, it was decided

Table 3- Influence of irrigation on the effect of ammonium sulfate applied at the rate of 400 pounds per acre on rose geranium.

The details

Growth of herb; yield of oil, etc.	: and	: Plot II : Irrigated : but 1: not fertilized	: Plot III : Fertilized : but : not irrigated	: Plot IV : Fertilized : and : irrigated
Height of herb	: 18 in. to : 2 feet	: 2 feet; very : bushy	: 2 feet; very : bushy	: 2-1/2 feet : bushy
Amount of herb distilled (pounds)	1) ² 1 380	i 610	259	: 410
Percentage yield of oil	068	: .073	: .076	: .081
Calculated yield of herb per acre (pounds)	6,869	9,104	8,834	11,284
Calculated yield of oil.	: 4.66	6.67	: 6.67	9.20

Note: Fertilizer applied March, 1926; plots II and III irrigated July 6; harvested and distilled July 27-29.

(1) The entire plots were not distilled in each case.

to irrigate part of the whole area to note the effect of water in the summer on the response of the plants to the fertilizer. Accordingly, early in July water was applied to the east half of the area to both the fertilized and unfertilized blocks. There was an immediate response and when the field was again cut, about three weeks later, the combined effect of the water and fertilizer was strikingly noticeable. In Table 3, the yields of herb and oil are tabulated. It will be observed that the effect of irrigation was greater than the residual effect of the ammonium sulfate but the combined effect amounted to an increase of 64 per cent in the amount of herb and an increase of 97 per cent in the amount of oil produced per acre. The greater yield of oil is due in part to the larger quantity of herb produced and in part to the higher percent-

age of oil present in the herb.

During the remainder of the year 1927 no water was applied and the plants received no special attention. Early in January, 1928, they were again cut but not distilled. Plots I and II which had received no fertilizer yielded, respectively at the rate of 5,590 and 6,026 pounds of herb to the acre, whereas plots III and

IV (fertilized in 1926) yielded at the rate of 5,445 and 5,808 pounds. It is evident that all effect of the fertilizer had disappeared by this time and arrangements were therefore made to undertake a new experiment on the plot to determine the effect of varying amounts of ammonium sulfate in view of the pronounced favorable effects obtained from the 400 pounds per acre applied in the earlier tests. The fertilizer was applied on February

4 to four-row plots at the rate of 2,000, 1,500, 1,000 and 500 pounds per acre, respectively, with control plots of similar area (control plot D consisted of three rows) between them. The location of the plots is indicated by their arrangement in Table 4. Water was applied immediately and in April the plants

were irrigated again. By the middle of May when the first cutting was made the plants ranged from 10 to 18 inches in height and were in full bloom, and the effect of the fertilizer was plainly visible. The yield of herb and oil are tabulated in Table 4. The data obtained indicate that the best results were obtained with an application at the rate of 1,000 pounds per acre, but it is probable that a somewhat smaller quantity would be



FIG. 6.—Rose Geraniums at Torrey Pines, Calif., in May, 1930

Table 4 - Effect of varying amounts of ammonium sulfate on the yield of rose geranium herb and oil.

Date of Harvest	: :Yields, etc.	Plot A 2000 pounds per acre (4 rows)	: Plot B : Control : : (4 rows)	per acre	: Plot D: : Control: : (3 rows):	1000 pounds per acre	: Plot F: : Control: : (4 rows):	
	: Calculated : yield of :herb per acre	:	•		\$			
	: (pounds)	: 8,612	: 7.599	10,166	: 7,224 :	10,132	:7,833 :	6,100
May 14, 1928	: Percentage : yield of oil	.092	: .110	.104	.105	.106	.086	.110
	: Calculated :yield of oil : Per acre : (pounds)	: : : 7.92	: : 8.36	10.57	· · · · · · · · · · · · · · · · · · ·	10.74	6.75	6,71
	: Calculated tyield of herb per acre (pounds)	*	9,667	15,067	9,343	15, 667	8,300	10,100
November 15, 1928	: Percentage : yield of oil	.025	: .038	.032	.05	•035	•044	.031
	: Calculated :yield of oil : per acre	*	9	0	: :		: :	
	: (pounds)	5.50	: 3.67	4.82	: 4.67 :	5.48	: 3.65 :	3.13

Note: The fertilizer was applied on February 4 and the plot irrigated immediately thereafter and again in April. (1) This plot adjoins uncultivated ground with much native brush which retards the growth of the plants. (2) At the time of the harvest in May the plants were in full bloom but only a few blooms were present at the time of the November harvest.

sufficient. Plot G on which 500 pounds of the fertilizer was applied adjoins unbroken ground with a thick growth of natural brush which apparently depletes the fertility of the cultivated ground. geraniums at that end of the field are always somewhat less thrifty than elsewhere. It is quite probable that if this effect had been eliminated Plot G would have yielded as much herb as Plot E. Attention is directed to the high percentage yield of oil obtained from the cutting in May as compared with that in November. This is largely due to the better quality of the herb in May. Due to the stimulation of the fertilizer and the warmer growing weather during the summer the herb cut in November was much coarser and less leafy than at the preceding cutting. It was also considerably beyond its best condition for distillation. If the plants could have been cut a month sooner the results would no doubt have indicated a somewhat lower yield of herb with a higher oil content. From a commercial viewpoint it is desirable to have the percentage yield of oil as high as possible even if to obtain it the plants must be cut when the yield of herb is somewhat less than it would be later. A lower harvesting and distillation cost naturally results when less material has to be hauled and distilled. Thus, 10,000 pounds of herb per acre containing 0.1 per cent of oil will yield 10 pounds of oil per acre. If the herb contained only 0.07 per cent of oil more than 14,000 pounds of it would be required to produce the same amount of oil per acre. This means an increase of 40 per cent in the amount of material that has to be handled, which would add very considerably to the cost of harvesting and distilling.

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After the November cutting the entire plot was given little attention but there was sufficient winter rain to develop a good growth so that early in June, 1929, another cutting could be made. At this time the area was cut as a unit, yielding at the rate of 13,092 pounds of herb per acre. The plants were from 12 to 16 inches in height and had been in full bloom for about three weeks. The percentage yield of oil was .065 per cent, equivalent to an acre yield of 8.5 pounds. The crop should have been cut several weeks earlier. An application of ammonium sulfate at the rate of 400 pounds per acre and light applications of water

at intervals of about two or three weeks during the summer forced a rapid new growth which by early September reached the same size as that cut in June. The yield of herb about the middle of September was at the rate of 13,928 pounds per acre, being nearly the same yield as that obtained in June. The herb was in good condition and yielded .0865 per cent of oil, equivalent to 12 pounds per acre. Although the production of oil per acre in three and a half months was 41 per cent greater than the amount produced in the preceding six and a half months, it should not be concluded that the normal growth of the plants is invariably much greater during the summer period than during the spring months. Generally speaking the plant makes the heaviest and bushiest growth in spring and early summer probably due to greater vigor resulting from a somewhat dormant stage during the winter. It is largely a matter of fertilizer and water. For that reason the yields of herb and oil shown should not be taken as indicative of yields at such periods in all cases, but only under such cultural conditions as

During the winter of 1929-30 the plants grew slowly as usual, but without any further application of fertilizer produced a crop on May 20, 1930, equivalent to 10,740 pounds of herb to the acre, which, however, yielded only .048 per cent of oil representing an acre yield of 5.16 pounds. The plants were six weeks past the full blooming period and had become somewhat coarse although they were only 10 to 14 inches in height. The crop should have been cut at least as early as May 1 to secure a better percentage yield of oil although doubtless less herb would have been obtained. Late and abundant spring rains were very helpful and made irrigation unnecessary.

Early in June following the cutting in May ammonium sulfate was again applied at the rate of 400 pounds per acre and the plot was irrigated every few weeks. By the end of August the plot yielded at the rate of 12,927 pounds of herb and 8.53 pounds of oil per acre, equivalent to a percentage yield of oil of .066 per cent. There were few blooms at the time and the plants were from 12 to 15 inches in height.

(To Be Concluded)

Bulgarian Rose Oil Production in 1931

While the acreage in Bulgaria under rose cultivation was less in 1931 than in 1930, flower production increased, whereas the essence yield decreased. Low production combined with low prices makes this year one of the most unfavorable for the industry since the war. The figures given below show the situation of the industry in 1931 as compared with that of 1930:

Japanese Purchases of American Dentifrices

Despite protective duties and competition from lowpriced domestic articles, American dental creams and other dentifrices sold to Japan increased from \$19,000 in 1929 to \$39,000 in 1930.

Protest on Manicure Sets

In protests 513656-G, etc. and 495177-G, etc., respectively, the New York Merchandise Co., Inc., San Francisco, and Samuel E. Bernstein et al., New York, claimed that manicure sets classified at 50 per cent ad valorem under paragraph 230 of the Tariff Act of 1930, should be returned for duty under paragraph 1405.

Justice J. Sullivan, in T. D.'s 18759 and 18760 respectively upheld the claims, as it was stipulated that the merchandise in question consisted of lined boxes covered with surface coated paper and contained manicure accessories, and that the lined boxes were of greater value than the implements. On the authority of Abstract 6068 the manicure sets were held dutiable at 5 cents per pound and 20 per cent ad valorem under paragraph 1305 of the Tariff Act of 1922 or at the same rates under paragraph 1405 of the Tariff Act of 1930.

Plans Complete for Packaging Show

PLANS have been completed for the Packaging Exposition to be held at the Palmer House, Chicago, March 7-12 and the American Management Association which is sponsoring the show has issued a complete and detailed program of lectures, discussions and papers as well as a list of the exhibitors. Friends of this journal who attend the exposition will find a welcome in Booth No. 114 which has been taken by The American Perfumer as a meeting place for its friends in the packaging and allied industries.

At a dinner on the evening of March 9th, the Irwin D. Wolf package competition award and honorary group awards will be announced and the winning package charge charge.

The American Management Association which is staging the exposition, conferences and clinics has decided that the Wolf competition is now open to all packages irrespective of the date they were placed on the market. Originally, a package to be eligible must have been developed and used on or after January 1, 1929.

A selected group of packages submitted in the contest will be exhibited, by arrangement with the Art in Industry Alliance, in the Rhode Island Academy of Design, in Providence, from April 1 to April 26 inclusive, according to word received from The Art Center, New York City, which is arranging the exhibition tour for the outstanding packages submitted. The complete itinerary of the exhibition of the packages in museums and educational institutions in various parts of the United States will be announced later. Tentative plans have already been made to exhibit the prize winners in Ohio, Illinois and various cities in New York.

The six-day program of conference and clinics follows:

Monday, March 7

"Packages from the Consumer Point of View," Miss Katherine Fisher, Director, Good Housekeeping Institute, International Magazine Co., New York City.

"What is an Effective Package?" Ben Nash, Ben Nash Products Developing Co., New York City.

Package Clinic. Irwin D. Wolf, Secretary, Kaufmann Department Stores, Inc., Pittsburgh, Pa., vice-president in charge, Packaging Conference, Exposition and Clinic.

Tuesday, March 8

"Color and Design in Packaging," Arthur S. Allen, color engineer, New York City.

"Survey of 1,000 Packages," Wroe Alderson and B. B. Aiken, merchandising research department, Bureau of Foreign and Domestic Commerce. This paper will cover the results of a survey of 1,000 packages in drug stores in St. Louis during 1931.

Package Clinic.

Wednesday, March 9

Consumer Marketing Conference—"The Machine Age and Its Relation to Marketing"

"The Machine Age—Its Effect on the Consumer," Joseph Hays, Crowell Publishing Co., New York City.

"New Products of the Machine Age and Their Relation to Consumer Marketing," L. R. Boulware, general sales manager, Syracuse Washing Machine Corporation.

"The Machine Age—Its Effect on Marketing Channels," John Sullivan, marketing staff, American Management Association, New York City.

"The Machine Age—Its Effect on the Marketing Organization," A. T. Kearny, James O. McKinsey Co., Chicago

Dinner—"The Machine Age and Consumer Marketing," Irwin D. Wolf, Secretary, Kaufmann Department Stores, Inc., Pittsburgh, Pa. The Irwin D. Wolf Package Competition award and honorary awards will be announced and the winning packages shown. Award will be presented to the winner.

Thursday, March 10

"Unit Packing," C. E. Allen, Commercial vice-president, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa.

"Manufacturing Problems Connected with Packaging," Francis Chilson, consulting production engineer, New York City.

"What are the Minimum Requirements of Containers," C. A. Plaskett, in charge of container investigations, Forest Products Laboratory, U. S. Department of Agriculture, Madison, Wisconsin.

"New Transportation Developments and Their Effect on Packing and Shipping," Lewis Sorrell, Professor of Transportation, University of Chicago.

Friday, March 11

Job Order Production Conference on Long Range Planning for Production Management

"Anticipating the Effect of Merchandising and Marketing on Production," Carle M. Bigelow, President, Bigelow, Kent, Willard & Co., Inc., Boston, Mass.

"What is the Future of the Machine in Production Management?" Kenneth Condit, Editor, *The American Machinist*.

"Organizing for Change in Production Management," M. S. Smith, vice-president, Carrier Engineering Corp., and B. M. Sayre, works manager, same company.

"Estimating the Labor Outlook," William Leiserson, Professor of Economics, Antioch College, Yellow Springs, Ohio.

Saturday, March 12

"Packing and Shipping Fragile Articles," R. L. Beach, Traffic Department, General Electric Co.

"Preparation and Loading of Unusually Large Shipments," Harry G. Williams, President, American Freight Traffic Institute.

Luncheon and Afternoon Session, "The Essentials of Profitable Packaging—a Review and Summary of the Conference, Clinic and Exposition." By representatives of a number of package manufacturers.

List of Exhibitors

The following are exhibitors in the exposition to be held concurrently with the conferences and clinics:

Acme Steel Co., Chicago; Advertising Arts, New York City; The American Box Maker, Chicago; American Excelsior Corp., Chicago; The American Perfumer, New York; Armstrong Cork Co., Lancaster, Pa.; Artcote Papers, Inc., Irvington, N. J.; The Automat Molding & Folding Co., Toledo, Ohio; Bakelite Corp., New York City; Better Packages, Inc., Shelton, Connecticut; H. R. Bliss Co. Ltd., Niagara Falls, New York; Breskin & Charlton Publishing Co., New York City;

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Celluloid Corp., Newark, New Jersey; Consolidated Packaging Machinery Corp., Buffalo, New York; The Container Co., Van Wert, Ohio; Container Corp. of America, Chicago; Continental Bag Co., New York City; The Dobeckmun Co., Cleveland, Ohio; Dennison Manufacturing Co., Framingham, Massachusetts; Du Pont Cellophane Co., New York City; Einson-Freeman Co., Long Island City; J. L. Ferguson Co., Joliet, Ill.;

Food Industries, New York City; The Forbes Lithograph Manufacturing Co., Boston, Massachusetts; General Box Co., Chicago; General Plastics, Inc., North Tonawanda, New York; General Printing Ink Corp., New York City; The Gerrard Co., Chicago; The Hinde & Dauch Paper Co., Sandusky, Ohio; Interstate Folding Box Co., Middletown, Ohio; International Tag Co., Chicago; Kalamazoo Vegetable Parchment Co., Kalamazoo, Michigan;

Kimberly-Clark Corp., Neenah, Wisconsin; Latham Machinery Co., Chicago; G. R. Leonard Co., Chicago; Liquid Carbonic Co., Chicago; Lily-Tulip Cup Corp., New York City; A. B. MacAttammanny Publications, Inc., New York City; McGraw Box Co., McGraw, New York; Minnesota Mining and Manufacturing Co., St. Paul, Minnesota; Mono Service Co., Newark, New Jersey; J. L. Morrison Co., Chicago; National Adhesives Corp., New York City;

National Metal Edge Box Co., Philadelphia, Pa.; Norton Laboratories, Inc., Lockport, New York; Owens-Illinois Glass Co., Toledo, Ohio; Package Machinery Co., Springfield, Massachusetts; Packing and Shipping, New York City; Packaging, Shipping and Warehousing, Toronto, Canada; The Pilliod Cabinet Co., Swanton, Ohio; Pioneer Paper Stock Co., Chicago; Rathborne, Hair & Ridgway Co., Chicago; F. B. Redington Co., Chicago; Riegel Paper Co., New York;

W. C. Ritchie & Co., Chicago; Thomas M. Royal & Co., Philadelphia, Pa.; Theodore A. Schmidt Lithographing Co., Chicago; Sealright Co., Fulton, New York; Shellmar Products Co., Chicago; Signode Steel Strapping Co., Chicago; Stokes & Smith Co., Philadelphia, Pennsylvania; Sylvania Industrial Corp., New York City; R. C. Taft Co., Chicago; Triangle Package Machinery Co., Chicago; Union Bag & Paper Co., Long Island City, New York; Union Steel Products Co., Albion, Michigan; Wilson & Bennett Manufacturing Co., Chicago.

A. B. C. B. Convention Plans

The American Bottlers of Carbonated Beverages' convention for 1932 will be held in Cleveland, November 14 to 18. Both the exhibition which is held in connection with the convention each year and the convention will be housed in the large Cleveland Public Auditorium. This is within easy walking distance from the leading hotels.

Bills in Congress Important to F. E. M. A.

IN a circular letter, No. 368, of February 9, E. L. Brendlinger, president of the Flavoring Extract Manufacturers' Association of the United States, advised the members of the association in regard to certain bills of importance to the industry. The letter follows:

"On December-20, 1931, a circular was mailed to all members setting forth that the Haugen Bill (H. R. 5640), known as the Slack-Filled Package Bill, was again introduced in Congress, and referred to the Committee on Agriculture.

"At a meeting of the Executive Committee of the Association held in New York on January 22, 1932, it was decided it would be for the best interest of the members of our Association to oppose the passage of this bill in its present form.

"The Slack-Filled Package Bill would place in the hands of the Food, Drug and Insecticide Administration absolute power to designate what they deem to be proper containers for all packaged food products.

"Our present Food and Drugs Act requires that all packaged food products bear a clear and conspicuous statement of the net contents. For the past twenty-five years of uncertainty the food manufacturers have just about succeeded in satisfying the demands of the Food Administration under the Federal Food and Drugs Act. Many manufacturers have established certain type containers as a trade-mark to identify their products. Regardless of the monies expended or the container adopted the Department would be clothed with the right to condemn the package.

"It is, therefore, our recommendation that all members write to their Congressmen requesting that a hearing be arranged on this bill and that the bill be amended to read as follows:

'if it be in a container made, formed, or shaped so as to evidence an intent to deceive or mislead the purchaser as to the quantity, quality, size, kind, or origin of the food contained therein.'

(the words in italic being the new matter to be inserted in the first paragraph of the bill.)

FEDERAL TRADE COMMISSION

"In the Senate of the United States, Senator Walsh of Massachusetts has introduced a bill (S. 3256) to supplement the powers of the Federal Trade Commission. The bill was referred to the Committee on Interstate Commerce."

Pure Food and Drug Notes

Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the notices of judgment given under the Federal Food and Drugs Act, Nos. 18301 to 18350 inclusive, sent out recently by the United States Department of Agriculture, Washington, D. C., there was one case of misbranding of Pyro San tooth paste, No. 18329; and one case of misbranding and alleged adulteration of Dr. E. A. Welter's antiseptic tooth powder, No. 18335.

The Production Man's Diary

Francis Chilson

On Face Powder Mixing

The following letter from Emile Pierre Ferte, of Los Angeles is an interesting contribution to the powder discussion. The "churn idea" to which he refers and which he sketched in the letter is a dasher type churn with a perforated dasher. This probably would be suitable for small batch mixing of cream, but I doubt if it would be suitable for powder, for the reason that powder, lacking fluidity, would pack against the bottom of the cylinder despite the perforations in the dasher. However, it would be interesting to know whether the experiment works out:

"Your articles in The American Perfumer always interest me very much. In fact the entire magazine as a whole is very fine; I have subscribed for it for years and hold its personnel in high esteem.

"Regarding the mixing of face powder mentioned in a previous number, I might offer my experience in a 'mixer.' Some years ago, while I was manufacturing chemist for the Petrolagar Co. here, I put into use a 'churn' idea which I had used successfully 30 years ago in the manufacture of cold cream. It's just a cylindrical container with a perforated piston and while I have not as yet tried it for face powder, I believe it would be ideal. The material of which it is made must be consistent with the material which is to be mixed. For face powder, I would think plain tin would answer. The lumping of which you spoke I believe can be avoided by first mixing the color, perfume or any other concentrate to be diluted first in a mortar, by hand, gradually adding dilutent up to 5 or 10 per cent of the total, sifting through bolting cloth, then adding to the batch of powder, in the mixer. principle of diluting I have found of great value pharmaceutically."

The Wolf Award

On February 29, an informal view will be given of the Wolf Award Entries at the Industrial Institute of the Art Center, 65 East 56 street, New York. This crop of packages is bound to represent the cream of design for the past year and those of you who are in or near New York ought to see it. But come early or you won't get near the place.

P. S. I am scheduled to give a talk on packaging at the Second Packaging Conference in Chicago sometime during the week of March seventh. I'd like to meet some of you fellows in the Chicago area. I'll need your moral support at the Conference. The talk is on the production aspects of package design, and I'm sure to run afoul of some of the artists who will be there.

An Enterprising Druggist and Other Notes

Trends and Indications, a house organ of Dorrance Sullivan & Co., reports that a skeptical druggist draped his windows in order to determine whether show win-

dows really do influence sales. He kept them draped for a period of three weeks and suffered a loss of \$1,000.00 a week. It's a wonder he didn't try locking his door for a similar period.

Those of you who have a feeling of pride in your industry will be gratified to learn that for the nine months of 1931 ending Sept. 30, the manufacturers of drugs and toilet goods spent over five millions in radio advertising, about twice as much as was spent in a similar period the previous year.

The same inquisitive pamphlet reports that of 1,197 people called on the phone in one evening in twelve eastern towns and cities 25.8 per cent were listening to the radio; 40 per cent were not listening; 20.8 per cent were not at home, and 13.3 had no radio.

Package Design Experiences

Practically everyone of us have had some experience of package design changes either in the adoption of new packages for new products or redesigning old ones. The experiences you have had, the difficulties you have experienced for one reason or another would form an interesting contribution to this column. Let's have your story. Don't worry about how it is written. If you don't want your name or your company name mentioned your wishes will be respected. All of you have had some experience which will form a constructive contribution to current discussions of packaging. This important field is still in its infancy; its rules have not yet been formulated. Owing to a lack of literature on the practical side of packaging nearly every manufacturer proceeds by trial and error and very frequently repeats the mistakes of others. Were these mistakes known the trade would benefit very much.

Price and Quality Maintenance

The menace of price cutting has been a thorn in the side of the industry for some time. But all signs point to its eventual eradication. Two trends are making definite headway. One is that manufacturers are putting out small sizes of toilet preparations so that the purchaser with only a limited amount to spend can buy good preparations within her means. The other is the trek back to exclusive distribution. Elizabeth Arden always maintained this policy. Colgate-Palmolive-Peet, Rubinstein, Marinello and others are going back to exclusive distribution or at least are working out some means for killing off predatory price cutters. While this is purely a merchandising consideration, yet every production man must interest himself in merchandising for the reason that his future depends upon how well the products of his company are merchandised. Emphasis is passing from production efficiency to merchandising efficiency.

No Runs, No Hits, No Errors

We talked of the Freudian complex, We analyzed Œdipus Rex, And touched the innermost aspects Of delicate questions of sex.

I thought that I soon might be knowing A few of the things I had missed, But the poor sap he left me at midnight, Demurely and chastely unkissed.

New York Sun.

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TRADE NOTES



Harrisson with Philadelphia College

Dr. Joseph W. E. Harrisson, Philadelphia consulting and research chemist, has been appointed lecturer on physiological assaying at the Philadelphia College of Pharmacy and Science. Dr. Harrisson has acted as chemist for the Bureau of Foods and Chemistry of the Pennsylvania Department of Agriculture, the Pennsylvania Board of Pharmacy, the Pennsylvania State Police, Coroner of Philadelphia County, Court Chemist in Bucks County, Pennsylvania, and as a consultant in much patent, civil and criminal litigation. For the past four years, he has been a partner with Dr. Charles H. LaWall, dean of the Philadelphia College, in a consulting practice which Dr. LaWall has carried on since 1903.

From the Philadelphia College, Dr. Harrisson received the degrees of Doctor of Pharmacy and Master of Pharmacy in course. He has been active since his graduation in pharmaceutical and chemical societies and research and is a notable contributor to the literature of these subjects.

Dean Jacob Diner Honored

Dr. Jacob Diner, dean of the College of Pharmacy of Fordham University, New York, was the guest of honor February 3 at a dinner held at the Hotel Commodore in celebration of the twentieth anniversary of the college, which Dr. Diner has headed since its inception. The Very Rev. Aloysius J. Hogan, president of the university, and leaders in pharmaceutical and educational circles paid tribute to him.

Dean Diner enrolled his first pupils in a drug store; the first class began with only two members, Dr. Otto F. Canis, one of those members, declared in recounting the college's history. Other speakers included Dr. Peter J. Conroy, Murray Kosberg, Dr. John L. Dandreau, Dr. William C. Anderson, Dr. Henry V. Arny, Dr. George C. Diekman, George W. Mather and Joseph

Various tokens of appreciation were bestowed upon Dr. Diner on behalf of several pharmacists' associations.

Tenison Heads Joy-Synth Co.

Following the resignation of Tom Burns, the Joy-Synth Co. of Dallas, was re-organized and is now under the active management of Elmo Tenison. The company manufactures a full line of cosmetic preparations.

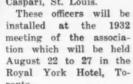
Miss Brainard Moves Her Salon

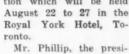
Margaret Brainard, Inc., manufacturer of cosmetics, New York City, has moved its salon to Suite 224, Hotel Weylin, 40 East 54th street. The new telephone number is PLaza-3-9100.

Pharmacists Elect Phillip President

A. Bruce Phillip, general counsel for the National Association of Retail Druggists, with headquarters in Washington, has been elected president of the American Pharmaceutical Association for the year 1932-1933. His election was accomplished by means

of the usual mail ballot of members. The new vice-president is Rowland Jones, Gettysburg, S. D. Members of the council (three-year terms) are J. H. Beal, Camp Walton, Fla.; C. H. LaWall, Philadelphia, and C. E. Caspari, St. Louis.





dent-elect, has been prominent for some time in the affairs of the association and has done excellent work as general counsel for handling the interests of the retail druggists in Washington.



The "Seventeen" line of perfume and cosmetic specialties introduced in 1930 by Colgate has been taken over by a new company, Maison Jeurelle, Inc. Maison Jeurelle, was on February 1, incorporated under the State Laws of Delaware for the manufacture and sale of this line. Since January 1, "Seventeen" line products have been sold direct to the trade only, and the new company will follow this same policy.

Frank Head, for many years with the Owl Drug Co., San Francisco, has been made general manager

for the distribution of the line.



A. BRUCE PHILLIP

& Essential Oil Review

February, 1932

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Fort Worth Company Moves

C. W. Ritchie, Jr. Co., Fort Worth, has moved from 1511 Houston street to a new location at 1345 Richmond avenue where the company recently completed the erection of its own building. Considerable new equipment is being added to facilitate the manufacture of new items planned for inclusion in the line.

Granddaughter to Russell Colgate

A daughter was born to Mr. and Mrs. John K. Colgate of 1075 Park avenue, New York, on January 19th. The child who will be named Annette is a granddaughter of Russell Colgate, member of the board of the Colgate-Palmolive-Peet Co.

Albany Soap Elects Officers

Joseph Grover, at the annual meeting of the Albany Soap Corp., Albany, N. Y., was re-elected president of the company. Other officers named were William C. Schopman, first vice-president; Joseph Nicklas, second vice-president; William H. Geier, assistant manager; John H. Rea, treasurer; and H. J. Geier, secretary.

Death of Bert O'Leary

Bert O'Leary, a director and official of Kiefer-Stewart Co., Indianapolis, died at the Methodist Hospital in that city February 5 after a short illness. Mr. O'Leary had for some years been director of the advertising, traffic and laboratory departments for his

company and had been particularly interested in the company's work on perfumes and toilet preparations which at one time formed a considerable share of its business.

He was born in Indianapolis 65 years ago and after being educated as a pharmacist turned to the wholesale drug trade as the most logical medium for his abilities and efforts. In addition to his business interested in co-operative



in the drug and allied industries. Mr. O'Leary was a member of the Scottish Rite, the Shrine and Calvin Prather Lodge, F. and A. M. of Indianapolis. He helped to organize the Indianapolis Wholesale Trade Association and was a past president of the Indianapolis Paint Club. He leaves a widow, two daughters, Betty and Mrs. B. Boaz and two sons,

also interested in the activities of other organizations

Dillman and Bert, Jr.

Funeral services were held February 8 at the Flanner & Buchanan mortuary with burial in Crown Hill Cemetery.

Death of William Wrigley

William Wrigley, Jr., founder and for many years head of William Wrigley, Jr. Co., Chicago manufacturers of chewing gum died January 26 at his winter home near Phoenix, Ariz. Mr. Wrigley, one of the most colorful figures associated with our industry was



THE LATE WILLIAM WRIGLEY, JR.

born in Philadelphia, September 30, 1861. After considerable early experience selling soap and baking powder, he was attracted to the chewing gum business by the demand for gum as premiums with soap and baking powder, a method of selling which he developed.

At that time, he was buying the gum of the old spruce and paraffin type but became interested in the use of chicle

as a base, a method which ultimately became the basis for his tremendous business. Always a strong believer in advertising, his business was built on it as a foundation and its success speaks for itself. What the effect of the Wrigley business and that of his later competitors was upon the essential oil industry, notably spearmint and peppermint of domestic origin is too well known to require comment.

In addition to his business interests, Mr. Wrigley was an ardent sportsman and keenly interested in recreational developments in several parts of the country. He owned and developed Catalina Island off the California Coast and more recently had become interested in a somewhat similar project in Arizona. He was also the owner of the Chicago National League Baseball

Mr. Wrigley married in 1885 Miss Ada E. Foote of New York City, who survives. He also leaves a son Philip K. Wrigley, now president of the chewing gum company, a daughter, Mrs. James R. Oldfield of Chicago, two brothers Byram E. and Edward Wrigley and a sister, Mrs. A. W. Price all of Germantown, Pa. Funeral services were held at his Pasadena, Calif., residence on January 28 and were attended by many notables in the worlds of business and of sport.

Mehron Cosmetic Moves Offices

The Mehron Cosmetic Co., has moved its offices and laboratories from 1674 Broadway, New York to larger and more convenient quarters at 517 Bergen street, Brooklyn, N. Y. The company's salon will continue as before at 562 Fifth avenue, New York.

Cox Treasurer of Simpson, Inc.

Simpson Inc., Chicago, manufacturer of special paper boxes, has advised us that James S. Cox has been elected treasurer. Mr. Cox has had long experience in the paper box industry, and for the last five years was treasurer of W. C. Ritchie & Co.

Beecham's Laboratory Changes Hands

The business of Beecham's Laboratory, manufacturer of cosmetics and toilet preparations has been taken over by Mrs. Emma Beecham Chick, a niece of the late Mrs. Emma Beecham Oakley, founder and for years head of the company. Mrs. Chick was connected with the company for some time and worked under Mrs. Oakley's direction. Dr. L. W. Oakley is no longer connected with the house. Plans have been made for moving the business from its former address at Oscawanna-on-Hudson, N. Y., to Millwood, Westchester County, N. Y.

Johnson Co.'s New Factory

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Approximately 2,000 square feet of floor space have been taken by the Johnson Co., Oakland, Calif. at 585 12th street in that city and equipment is being installed for manufacture of the company's line of toilet preparations, which are sold through wholesale dealers on the Coast. S. Johnson is owner and manager of the business.

Lever Bros. Expand Plant

An expansion program has been started at the Hammond, Ind. plant of Lever Bros., soap manufacturers which will give employment for seven months to 200 men. The program contemplates the erection of additional buildings and the installation of equipment. When completed approximately 70 persons will be added to the regular force.

Greilsamer Assumes Coty Management

Raymond Greilsamer, who had been for many years at the head of Coty, S. A., Paris, and who resigned last April, has been recalled by the administrative board to direct again the house of Coty.

All who have had occasion to deal with Mr. Greilsamer know his ability as an organizer and director, and it is the consensus that Coty with the new impetus that he is sure to bring to it will keep its position as one of the leading French houses.

His many friends in the trade congratulate him upon his decision to again assume the management of this company.

Wolke Now with Sonneborn

John C. Wolke, formerly with Stanco, Inc. of 2 Park avenue, New York City, has under date of February 1, become associated with L. Sonneborn Sons, Inc., of 88 Lexington avenue, New York City.

Congratulating Mr. and Mrs. Gross

Mr. and Mrs. Sol Gross are rejoicing in the birth of a son, Herbert. This eight-pound heir arrived on February 7. Mother and son are doing well. Mr. Gross is a partner in the American Beauty Nail Polish Co., New York.

Champion Soap Increases Capitalization

The Champion Soap Co., Bronx, N. Y., has increased its capitalization from 500 shares to 1,000 shares of no par value.

Studio Cosmetic's New Building

We are able to present this month photographs of the new plant and offices of Studio Cosmetic Co., Ltd., Hollywood, Calif., which was mentioned briefly in our January issue. The new building is located at 827 North La Brea avenue and is excellently equipped for the manufacture of the company's fifty or more products.

H. S. Grove, president, has complete charge of manufacturing operations and also the selection and purchase of raw materials. He developed the line after some years of work with his father who was a prominent

California physician specializing in dermatology. Originally distribution was principally in the motion picture colony but more recently sale to the general public through the usual trade outlets has been undertaken and has been very successful. Mr. Grove reports that the business has tripled during

the last year, one of the reasons for the move to larger and more convenient quarters. The new quarters afford ample room for the company's present operations and for anticipated expansion.



VIEWS OF STUDIO COSMETIC CO.'S NEW BUILDING WITH MR. GROVE AT WORK

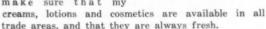
Rubinstein Changes Merchandising Policy

A drastic change in merchandising policy has been announced by Mme. Helena Rubinstein, president of Helena Rubinstein, Inc., New York. The new plan entails the re-establishment of the firm's former policy of zoned trade outlets.

The statement was issued in Paris and released

through her New York salon simultaneously with the opening of her 1932 advertising campaign, financed by a generous budget, is being conducted by Rudolf Mosse, Inc., of New York.

"It is my intention to offer a guaranty of beauty protection to the public," said Madame Rubinstein. "In selecting only a limited number of reliable dealers, I shall make sure that my

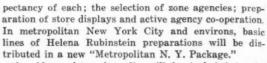


"We are building for the future. This means the immediate elimination of all dealers whose ideals do not conform to the high business standards we have set for the firm.

"In advocating and maintaining these high business standards, we will not only protect the public, but our accredited dealers as well."

Accredited representatives will henceforth be designated by a special emblem of authority, a large portrait of Madame Rubinstein in color.

The present policy change was decided upon only after an exhaustive survey covering a period of months. Steps in this survey included: a study of all possible trade outlets; anticipation of the normal business ex-



A wide variety of media will be included in the advertising schedule now in preparation. Emphasis will be placed upon the leading women's magazines and the rotogravure sections of Sunday editions of principal papers in key cities.

Moselev Heads Louisiana Chemists

Professor Hal W. Moseley of the chemistry department of Tulane University was elected president of the Louisiana section of the American Chemical Society at its meeting in the Louisiana State Museum Building, January 15. Other officers elected were Walter G. Allee, vice-president; Herbert O'Donnell, secretary-treasurer; Professor Charles E. Coates, councilor; and James Ganucheau, member of the executive committee.

"The Status of Industrial Research in Europe" was discussed by Glenn H. Holloway, special representative of the Institute of Applied Chemistry and Industrial Research of the Louisiana State University, as an additional feature of the meeting. Plans for the national convention of the American Chemical Society to be held in New Orleans March 28 through April 1 are being carried vigorously forward, it was announced.

First Tung Oil Crop

The first commercial crop of tung oil nuts ever produced in Mississippi was harvested in January by the Southern Chinawood Oil Co., on its farm near Moss Point, Miss. Henry Bryant of Waukesha, Wis., president of the company, was present to superintend the gathering of the nuts. The company has 1,200 acres, of which 600 are planted to bearing trees. A crushing plant is to be erected next year.

New Unilever House Completed



The accompanying photograph shows the recently completed Unilever House in London, world headquarters for the important Lever soap and margarine interests, one of the largest of the world's industrial enterprises. Construction of the new building which will house all the Lever interests was started something over a year ago and the work has only just been completed. The architects developed a building in classical style well suited to its London surroundings and the contractors have executed it in splendid style. The exterior is of white stone and the facad with its Doric columns is of impressive simplicity. It is located at Blackfriars Bridge and the Thames Embankment. The company's American business is handled by Lever Brothers, Ltd., Cambridge, Mass.

Arden Specials for Macy

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For years Elizabeth Arden, New York City, has tried to combat the price cutting policy of R. H. Macy & Co., New York, and to keep its products out of its store. As a means of stabilizing trade condition, Elizabeth Arden has now produced a special size package for her products which she will sell exclusively to Macy.

In spite of the refusal of the Arden company to do business with Macy in the past, Macy has managed to supply its customers with Arden products, which products Arden states were purchased by Macy agents at full prices in the open market and offered for sale at a loss. It was alleged by Arden that Macy had even made certain arrangements whereby large stocks of Arden products were diverted to Macy on a brokerage basis. To fight this, Arden adopted the method of imprinting on each label the name of the store to which its products were intended. Even this did not deter Macy from buying the products.

At the instigation of many of the Fifth Avenue shops where prices of cosmetics are maintained, and the price cutting effect of Macy is felt keenly, the agreement to prepare the special size which will be larger than the regular size jar at a list price which Macy may cut 6 per cent as is its custom was entered into.

Dorothy Gray has also entered into such an arrangement and it is reported that others will soon follow. The plan is looked upon rather skeptically in some quarters. Its results will be watched with considerable interest by the entire trade.

Miss Oglesby Resigns from Maison Bertie

Miss Catharine Oglesby, formerly manager of Maison Bertie, Inc., New York City, manufacturer of a line of cosmetics, has resigned to join the editorial force of the Ladies Home Journal at the Philadelphia

Druggists Supply Corporation Meets

More than 300 delegates and buyers gathered at the Hotel Pennsylvania on February 15 to attend the 19th annual exhibit and meeting of the Druggists Supply Corporation which represents 125 druggists serving more than 50,000 retailers throughout the country.

More nationally known exhibitors were represented at the five-day convention than ever before, and there was a tone of optimism in the opinions expressed by everybody concerned with the meeting.

William Jay Schieffelin was re-elected president of the corporation for the coming year. Other officers re-elected were H. W. Adkins, executive vice-president; George W. Huff, first vice-president, and Charles R. O'Malley, secretary and treasurer.

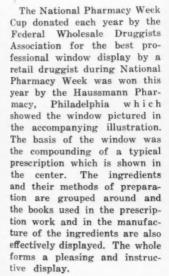
Mr. Schieffelin opened the meeting on Monday. Following his address the presentation of special offers of buyers took place. These offers were also presented on Tuesday, Wednesday and Thursday. Executive sessions were held on Tuesday and Thursday. Friday was entirely devoted to the exhibits. The corporation applies the multiple method of management to its individually owned wholesale members, thus giving them the advantages of a larger merger of chain systems.

Among the exhibits were: Armand Co.; A. P. Babcock Co.; Storfer Laboratories; Charmont Products Co.; Colgate-Palmolive-Peet Co.; Girey, Inc.; Kurlash Company; Lazell, Perfumer; Mennen Company; Mondaine Products; Prophylactic Brush Co.; Ramses, Inc.; Reich-Ash Corporation; Julius Schmid, Inc.; Superior Products.

Lucien Lelong in New York

Lucien Lelong, well known Paris couturier and perfumer arrived in New York February 15 on the Ile de France for a brief visit. While here he will confer with J. C. Stein, president of Lucien Lelong, Inc., New York City, in regard to his perfumery business.

Pharmacy Week Cup Award





THIS WINDOW WON PHARMACY WEEK CUP

Pond's to Manufacture in England

Pond's Extract Co., New York, has started the erection and equipment of a plant in London to manufacture Pond's Creams and other preparations for distribution in Great Britain. This step was taken on account of the new British tariff, which is about to go into effect and for other reasons. Under this new tariff, the exportation of toilet preparations to Great Britain becomes a very costly matter, and in order to take care of its large distribution the company has decided to manufacture there.

Reports from London indicate that several Continental manufacturers, including Coty, are also planning to establish plants in England.

The new Pond's Extract Co. plant has been leased for a period of years with option to purchase at any time.

Paris Laboratories Celebrates Majority

The Paris Laboratories Co., Inc., St. Louis, recently celebrated its twenty-first birthday by moving into a new and much larger building where it has approximately four times as much floor space as was available at the former address and where offices and manufacturing operations are consolidated in a single building. Considerable new equipment has been added to the plant to take care of expanding business which according to president John P. Gilbert has more than tripled in the last two years.

The company was organized twenty-one years ago by John P. and Lawrence H. Gilbert who at that time realized the excellent possibilities of the toilet goods field and in addition had very definite ideas as to how the growing market for such goods could be capitalized. Ten years later the company was incorporated with the former as president and the latter as vice-president.



J. P. GILBERT

L. H. GILBERT

In 1925 larger space was taken and again last year when the move to the present quarters at 3146 Locust avenue was made.

Three distinct sales plans have been developed and all are in successful operation: one for those selling direct to the consumer, another for district managers and manufacturing agents and the third, recently developed for premium sales. The company is appointing new agents and extending its distribution steadily. We congratulate Messrs. Gilbert on their anniversary and on their excellent prospects for continued success.

Guichard Awarded Croix de la Legion d'Honneur

We have learned with pleasure that the Cross of the Legion of Honor has been bestowed upon Joseph Guichard a devoted collaborateur of Etablissements Roure Bertrand Fils & Justin Dupont, Grasse.

This distinction is the crown of a lifetime of loyal



JOSEPH GUICHARD

and persevering work in the industry. For many years Mr. Guichard was in charge of the works of the company in Grasse and contributed largely to their prosperity. During recent years however he has given his attention to floral cultivation for his firm, specializing more particularly in the questions pertaining to the region, matters which, thanks to his great ability and the wisdom of his counsels have won for him

an enviable reputation in the entire region as an expert on such matters.

We join with his many friends in offering our felicitations on the occasion of his decoration.

Carney Art Co. Moves

The Carney Art Co., has moved from 4135 University way, Seattle to 6029 7th street, N. E., in the same city, where more convenient quarters have been taken. C. D. McNeilly has been named business manager and William Brooks technician, following the death of the founder T. A. Carney last July.

Polaks Frutal Officials' Trips

John ter Veer, secretary of Polaks Frutal Works, New York City has returned from a business trip of several weeks in Canada, where he found conditions to be generally much improved. On his return, Erik Vles, treasurer, left for a three weeks business trip through Eastern Pennsylvania.

Mr. and Mrs. Koenig Return from Vacation

Mr. and Mrs. Harry D. Koenig returned late in January from a cruise to Palm Beach, Havana and the West Indies. Mr. Koenig is president of Harry D. Koenig & Co., New York City, manufacturers of the Martha Washington and Belvedere lines of cosmetics.

Procter & Gamble Appoint Manager

R. Z. Smiley, who has served as superintendent of the Procter & Gamble Co.'s plant at Long Beach, Calif., since its opening, has been appointed manager of the Kansas City plant. Mr. Smiley has been succeeded at the local plant by Donald E. Marshall, who has been connected for 12 years with the company. Mr. Marshall assumed the local management January 4.

Seguin Returns from Abroad

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Paul Seguin, president of Framerican Importing Co., 565 Fifth avenue, New York City, returned on the Paris February 9 from a month's trip abroad. He spent the greater part of his time in Paris conferring with Milou & Cie, paper box manufacturers, and

Monod, bottle manufacturers, who are represented in the United States and Canada by the Framerican Importing Co. He reports that conditions are improving and that business generally is undoubtedly on a more stable basis than it was eight months ago. With reference to the American market he reports that the sales for 1931 of the Framerican Importing Co. were double what had been anticipated, and that



PAUL SEGUIN

the company is confident that its 1932 business will double that of 1931.

Mr. Seguin is well known in the trade, having been for several years Paris buyer for an American importing firm before coming to the United States six years ago. Tennis is his favorite sport and he also enjoys contract bridge, in which he is an expert player, having won first prize in a tournament on the Lafayette on the trip to France.

Colgate-Palmolive-Peet Changes in Personnel

Charles S. Dewey, formerly financial advisor to Poland and prior to that appointment assistant secretary of the United States Treasury, has been elected a vice-president of the Colgate-Palmolive-Peet Co., Chicago, and also a member of the board of directors.

E. F. Berndt, formerly in charge of toilet article sales in Pittsburgh for the Colgate-Palmolive-Peet Co., has been placed in charge of the Boston office, and G. F. Draper, superintendent of toilet goods sales in the Chicago district for the company has taken Mr. Berndt's place in Pittsburgh. C. E. Johnson, formerly head of the Boston office is now Chicago sales manager.

Ex-Cel-Cis Opens St. Louis Branch

While manufacturers in many lines have been complaining of poor business during the past two or three years, the owners of the Ex-Cel-Cis Products Co., of Salt Lake City, Utah, have been greatly increasing their turnover, and a short time ago decided to take in additional territory, with the result that a branch was opened in St. Louis recently. In the words of an officer of the company, "1931 was the biggest year we have ever had." He said the volume of business done in 1931 was almost 300 per cent greater than in 1930.

The company is now doing business in thirty states and in some of them it has three or four "centers," or branches. By another year its management hopes to have entered every state in the Union. Business is already being done in the East as well as the West.

Like many another enterprise that has grown to

large proportions from humble beginnings, the Ex-Cel-Cis Products Co. was founded as a result of the vision and genius of a woman. During the World War Mrs. Lois A. Fairbanks was acting as a distributor for some concerns with an office in Salt Lake City, in connection with which she had agents selling numerous products. She was doing very well with this business, but having caught a vision of the tremendous potential demand for toilet preparations, she began to experiment with cosmetics and soon was offering them for sale with such success that she decided to go into this business on a larger scale. The organization of the Ex-Cel-Cis company about a decade ago was the result of this preliminary works.

Mrs. Fairbanks was soon followed by her son Lynn R. Fairbanks, who is now vice-president and business manager of the firm. The two, mother and son, went to work and got their factory started, a frame garage at a private home located on the outskirts of the city. In about three months the infant concern was in a downtown building very much larger than the garage, but even this did not hold it for more than about eighteen months, and today it is established in fine and spacious quarters at 221-3-5-7 South West Temple street, but one block from Main street, the city's principal business street. Here the company has its plant and executive offices, and not long ago it opened a large beauty parlor and beauty school as well. The laboratories employ about fifty-five persons. Everything sold by the company, excepting, of course, the spices, is produced in its own plant. The total number of people employed by the firm is in the neighborhood of 2,500, according to Mrs. Fairbanks.

For the past five years the company has paid particular attention to cosmetics and perfumery, but it also still manufactures household remedies, extracts and some other things. Beauty parlors have become



LYNN R. FAIRBANKS

MRS. L. A. FAIRBANKS

one of the important outlets for the company's toilet goods although the distribution, apart from this, is still on a house-to-house basis.

The principal officers of the company are Judge N. H. Tanner, Salt Lake City, president; Lynn R. Fairbanks, vice-president and business manager; Frank Fairbanks, husband of Mrs. Fairbanks, and father of Lynn R., secretary-treasurer; Mrs. Lois A. Fairbanks, known as the founder of the company and assistant manager; and Sterling Fairbanks, another son, laboratory mana-

& Essential Oil Review

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Silver Establishes Cosmetic Research Department

We are advised by Louis Amic, of Etablissements Roure Bertrand Fils & Justin Dupont, Paris and Grasse, of a new department of the American branch, which in his opinion will further improve the service rendered by his house to its American clients.

He has appointed Joseph L. Stummer to take charge of the Research Department which is designed to render consulting service to manufacturers of toilet preparations of every variety. Mr. Stummer was graduated in 1913 from the New Jersey College of Pharmacy, (now Rutgers University) and was awarded the prize for excellent work in organic and analytical chemistry. After his graduation he continued



JOSEPH L. STUMMER

to study chemistry and advanced science at Cooper Union, New York.

Immediately after his graduation in 1913, he joined the American staff of Rigaud, the well-known French perfume and toilet preparation house and remained there ten years specializing in the manufacture of toilet preparations, during the last four years of which he was in charge of the experimental and testing departments. In 1923 he opened his own laboratories as a consulting chemist, which he still maintains, in addition to his special activities such as outlined above.

Commercial Soap Co. Sells

The business and machinery of the Commercial Soap Co., Reno, Nevada, has been sold to a new company headed by H. H. Luce, formerly with the First National Bank in Reno and more recently with Stone & Webster, according to a statement made January 22 by August Frohlich, former owner. The new company has been incorporated under the name of the Sierra Nevada Soap Co., and is planning extensive improvements, an intensive campaign for the sale of its products, especially in Nevada and possibly the erection of new factory at another location.

The sale of the soap company does not provide for the transfer of the site on which the present factory now stands, it was said by Mr. Frohlich, the present owner.

The Commercial Soap Co. is one of Nevada's oldest industrial plants, having been started at Virginia City in 1876. It was moved to Reno about twentyfive years ago and has since been operating with a considerable degree of success in that city. Under its new management a considerable expansion of its activities will soon be under way.

Miss Varona Starts Broadcasting

Miss Angela Varona, whose treatment salon is located at 660 Madison avenue, New York City, is broadcasting over Station WINS every Wednesday afternoon at 5:00 P. M. Miss Varona's beauty interviews include common sense counsel and advice that will help listeners-in with their beauty problems. She also answers the various questions in regard to beauty that are sent her each week.

Novel Perfume Advertising Slant

HY7ANCE HYZANCE Men Like Perfume Men Like Perfume Men Like Perfume November 184 Men Like Perfume You know that "going to-Page Dr. Fraud. The deepest sleepe the shift of your Bysance us in the wake of Byzance h's "that kind of a perform"

PARTUMS GRENOVILLE

The accompanying illustrations show a series of new advertisements of perfume developed under the direction of the Groville Sales Corp., New York to bring home to the public the merits of its "Byzance" perfume. The unusual characteristic of the copy and illustrations consist in the use of cartoons and the frank appeal of the copy basing it upon the slogan "Men Like Perfumes." A similar, though much more guarded appeal has featured numerous toilet preparation and perfumes advertisements in the past, but it has never been brought forward as strongly and as boldly before. The illustrated advertisements will appear in the New Yorker during the next few months and other interesting advertisements using the same copy angle have been prepared for use in other media. It will be interesting to study the relative sucthe desy're now on small cess of these new advertisements as a guide to future appeals by other houses in the industry. They at least lend a PARTURE GRENOVILLE novel and unusual tone to perfume advertisements.

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P. R. Dreyer, Inc., is now located in its new and larger offices at 12 East 12th Street, New York City, where ample space is available to expedite its growing volume of business.

Near the entrance is located the spacious private

office of P. R. Dreyer, president of the company. His office adjoins the general offices, the accounting department and the offices of Frederick C. Thiele, vice-president, and Ernest R. Vetterlein, treasurer.

Laboratories, a stock room and a rest room for women employees are conveniently located and an abundance of daylight makes the use of artificial lighting in any department unnecessary during



P. R. DREYER

the day a most satisfactory arrangement.

The company is the outgrowth of the business established by P. R. Dreyer under his name in 1922 when he took over the agency for Bertrand Frères, Grasse, France, producers of natural floral products. Prior to the organization of this business Mr. Dreyer had been associated with the essential oil trade since 1898, and from then until 1907 conducted a business under his own name. In 1907 the concern was merged with Stanley Jordan & Co. for whom Mr. Dreyer acted as vice-

president. In 1908 he joined Ungerer & Co. as special representative where he remained for ten years leaving to become manager of the essential oil department of Rockhill & Vietor where he remained until the present business was established in 1922.

Mr. Dreyer's many years of experience coupled with his broad acquaintance in the trade proved to be most advantageous and his direction the business thrived. In 1928 the company was incorporated with Mr. Dreyer, president, Frederick C. Thiele, vice-president, Ernest R. Vetterlein, treasurer and Orrin C. Isbell, secretary. Mr. Isbell is the legal adviser to the corporation. Mr.



NEW ADDRESS OF P. R. DREYER, INC.

Dreyer is also president of Bertrand Frères, Inc., the American branch of Bertrand Frères of Grasse, France. In addition to handling the American and Canadian business for this firm, P. R. Dreyer Inc., also acts as agent for Vanillin Fabrik, Hamburg, Germany,

aromatic chemicals; H. Raab & Co., Roermond, Holland, artificial fixatives; Paolo Vilardi, Reggio Calabria, Italy, citrus oils, and Constantin Mintcheff Ketchedjieff, Kazaulik, Bulgaria, otto of rose; Nord African Commercial, Algiers, oil geranium, African.

Forty Years with McCormick

Forty years of service with a concern in its fortythird year is the record held by William Lee Bean, secretary-treasurer of McCormick & Co., Baltimore. February 1 marked the fortieth anniversary of Mr. Bean's association with this manufacturer of teas, spices, mustards, flavoring extracts and insecticides.

A native of St. Mary's county, Maryland, Mr. Bean came to Baltimore as a youth, took a position as office boy and gradually worked through all departments of the business. He has been a director of the company since its incorporation in 1903, is secretary-treasurer and in charge of all credit matters. His efficient handling of credits has made him widely known in Baltimore and in recognition of this ability he was elected, and served two terms as president of the Baltimore Credit Men's Association. Mr. Bean is also a regular delegate to the annual conventions of the National Association of Credit Men and has served on some of their most important committees. He has also taken quite an interest in several fraternal organizations.

His loyalty and integrity, and his quiet, unpretentious manner have made for him innumerable friends, and during his handling of credit work the company has made the almost unbelieveable record of a loss of considerably less than one per cent on bad debt accounts.

In celebration of his anniversary, Mr. Bean was tendered a testimonial dinner, February 1, attended by officers, directors and several department heads of the company. The following day, office and factory employees joined in a meeting where Willoughby McCormick, founder and president of the company, paid tribute to Mr. Bean's long years of service and presented him with a handsome electric clock.

Legion of Honor Decorates Joseph Rodié

Joseph Rodié, of the firm of J. Mero & Boyveau, Grasse, France, has been appointed a Chevalier of the Legion d'Honneur with military title. This appointment was effective as of January 1 of this year.

Taking active part in the mobilization of August 2, 1914, with the 4th Regiment d'Infanterie Coloniale, he was wounded after the battle of the Marne, before the Main de Massige, in September, 1914. Later, due to his knowledge of explosives he was director for three years of the manufacture of a very important poisonous explosive with the title of military chemist. It is with this title that he has now been decorated.

Mr. Rodié is well known in the world of perfumery, not only in Grasse but in Europe and America.

French Commercial Attache Moves

Offices of the Commercial Attache to the French Embassy have been moved from 245 Fifth avenue to 597 Madison avenue, New York City. New telephone number is PLaza 3-6370.

Raimon Lectures on Beauty

Professor A. Raimon, president of the Professor Raimon, Institut de Beauté, Inc., New York City, gave a lecture on February 3, at the Grand Style Show, Boston, sponsored by the members of the Ladies' Hairdressers Association of New England. The subject of the talk was "Scientific Facials and the Proper Use of Cosmetics." The show was under the management of Joseph Battel of the Hotel Lenox, at whose shop Prof. Raimon gave another lecture on February 4.

New Texas Drug Maker

A new company to manufacture pharmaceutical preparations with sales confined to the Southwest is the Phosphorone Corp. Offices have been taken at 116 Seventh street, San Antonio, Tex.

Brass Goods Annual Meeting

Frank S. Hyatt, president and treasurer of Brass Goods Manufacturing Co., Brooklyn, N. Y., has advised us that at the annual meeting Paul W. Hyatt, his son, was elected assistant treasurer. Mr. Hyatt has been connected with the business for several years and is well known to many in the toilet preparations industry. Percy Brown, who for many years has been sales manager of the company, and also a director was elected to the office of secretary.

The company was organized by the late William F. Hyatt in 1876. Later he was joined by his son, H. O. Hyatt, and in 1906, another son, Frank S. Hyatt,



PAUL W. HYATT, F. S. HYATT AND PERCY BROWN

present head of the business, became associated in its management after a successful career of nearly twenty years in the banking business, and upon the death of his brother in 1924, became president and treasurer. Under his direction and that of his associates the company has maintained a leading place in the manufacture of metal specialties, including screw caps and special closures adapted for many purposes in the toilet preparations field.

Dr. Herty Awarded Medal

In recognition of his many years of untiring effort and his many notable achievements in industrial chemistry, Dr. Charles H. Herty, industrial consultant, of New York, has been awarded the medal which is given annually by the American Institute of Chemists



DR. CHARLES H. HERTY

"for noteworthy and outstanding service to the science of chemistry and the profession of chemist in America."

A native of Georgia, Dr. Herty's early researches were in the naval stores industry, especially on turpentine. He invented a special cup for collecting the turpentine from slash pine and a new method of chipping the trees, which has completely revolutionized the industry. He has always

been particularly interested in the economic problems of the South, and is now engaged in establishing a plant for the manufacture of paper pulp from slash pine, a project that may well assure home production of the nation's newsprint.

Sherwood Takes Over Mutual Refining Plant

Sherwood Refining Co., Warren, Pa., is now operating the plant of the Mutual Refining Co. of that city to increase the production facilities of the Sherwood Petroleum Co. Inc., of Brooklyn, N. Y., Chicago, Ill., and Memphis, Tenn., where the bulk plants for petrolatum and mineral oil have been maintained for many years. The additional refining facilities permit the Sherwood Petroleum Co., we are told, to dispose of an output of approximately 800 barrels a day of petrolatum and medicinal and technical white mineral oils in which it specializes. The new plant will also produce pyrethrum extract. When running at peak capacity the new plant refines approximately 20,000 barrels of crude oil per month.

The production of American white mineral oil at this new plant is of particular interest to the trade due to the fact that the Treasury Department has recently assessed a duty of 25% on Russian medicinal mineral oils which goes into effect on March 11.

American Solvents Reorganization Plan

A plan for reorganization of American Solvents & Chemical Corp. has been announced by a reorganization committee, of which J. P. Ripley, vice-president of the National City Co., is chairman.

Under the plan, a new company is to be organized which will acquire such of the properties as the reorganization committee shall determine. Approximately \$1,650,000 in cash is to be provided through the sales of certain idle plants and an additional \$731,500 of new money is to be provided through the offering to present security holders of 133,000 shares of common stock of the new company.

Palmolive Plant Schedules Changed

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The Milwaukee plants of the Colgate-Palmolive-Peet Co., report departments operating on two eighthour shifts, with the drier division on three eight-hour shifts during the first month of the new year. It is hoped to maintain these schedules for at least a month or two more, according to George A. Sellmer, assistant superintendent of the Milwaukee plants.

Full schedules in all departments were formerly listed as nine hours for day and 12½ hours for night shifts. Mr. Sellmer described present operations and today's forces of about 250 employees as the "new normal schedules."

Before the end of last year operations were below what they are now, but present working hours are somewhat under those of a year ago.

Dickinson Essex Bank President

E. E. Dickinson, president of The E. E. Dickinson Co., Essex, Conn., distillers of witch hazel, has been elected president of the Essex National Bank of that city, of which he has been a director for several years.

Mr. Dickinson is well known in the toilet preparations industry. He is the third generation of the family in the Dickinson company which operates the largest distillery for the production of witch hazel in the United States.

Additions to Beiser Staff

Edward T. Beiser Co., Inc., Riverside, Conn., has appointed D. P. Fellows as a member of its New England sales staff. James W. Powers has been added to the Mid-Western sales staff with headquarters in Chicago. Both Mr. Fellows and Mr. Powers have had broad experience and are well equipped to serve the trade in their respective territories.

In announcing these appointments, Oscar Beiser advises us that despite the rather unfavorable condition of recent business in the raw material field, his company has found it necessary to add several experienced salesmen to take care of growing business in various parts of the country.

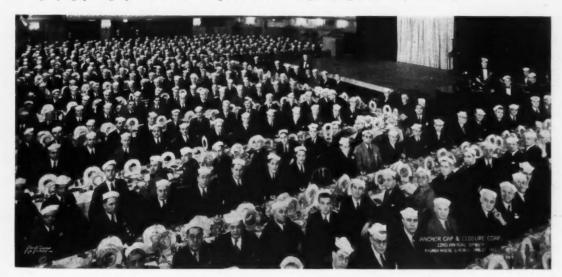
Miss Ogilvie on Southern Trip

Miss Jessica Ogilvie, one of the famous seven sisters of Ogilvie Sisters, New York City, left recently on a trip through the South. Among the cities she will visit are Atlanta, Miami, New Orleans and Pittsburgh. In Atlanta, she will give a course of instruction to operators in the salon of J. P. Allen store where the Ogilvie treatments are given exclusively. In Miami, she will hold a similar session at Burdines; in New Orleans, at Mayer-Israel and in Pittsburgh at Joseph Woods. These stores are among the many that have recently adopted the Ogilvie methods in their salons.

Anchor Cap & Closure Dinner

Informal gayety marked the twenty-second annual dinner of the Anchor Cap & Closure Corp., Long Island City, N. Y. given on the evening of January 27 in the ballroom of the Palmer House, Chicago. This annual dinner is always a feature of the week of the Canners' Convention and Exposition in Chicago and is eagerly anticipated by those in attendance at the convention. As usual the affair this year was well attended as the accompanying photograph shows and the guests were

entertained by a distinctly original program of entertainment under the direction of Daniel O'Malley. After members of the organization and their guests were seated, I. R. Stewart, president of the company, welcomed them on behalf of the organization. There were no other speeches. The place cards were made up in the form of life preservers which opened to show the menu and entertainment program and sailor caps gave the gathering a decidedly naval aspect.



ANNUAL DINNER OF ANCHOR CAP CLOSURE CORP.

P. C. Hunter New York Visitor

Paul C. Hunter, sales manager for Stanley Mfg. Co., Dayton, Ohio, was a visitor to New York early in February where he spent several days conferring with E. H. Rogge who has charge of the Stanley New York office. Mr. Hunter is optimistic regarding prospects for improvement in business during the next few months.

Helfrich a New York Visitor

J. H. Helfrich was a recent visitor to New York to confer with his associates in Helfrich Laboratories of New York, Inc., established less than two years ago. Mr. Helfrich is president of the New York company and also proprietor of Helfrich Laboratories, Chicago, and is particularly well pleased with the growth of the business in both organizations. He tells us that while the New York company is steadily going ahead, the business of the laboratories in Chicago is also consistently growing, thus showing, in his opinion, the need for each organization to serve its own section of the country.



F. C. WILCKENS, J. H. HFLFRICH, W. F. ZIMMERMAN AND F. J. NEWMAN

With Mr. Helfrich in the accompanying photograph are W. F. Zimmerman, treasurer and general manager, F. C. Wilckens, sales manager, and F. J. Newman, chemist Mr. Newman is the latest to join the organization. He is a graduate of New York University, where he specialized in chemistry.

Mr. Helfrich will shortly leave on his annual trip to the Coast where the business of the company has developed so favorably as to require branches in Los Angeles and San Francisco.

Continental Can's New Developments

The Continental Can Co., Chicago, Ill., has purchased several acres in Houston, Texas with the purpose of locating its Southwestern offices in that city and also of building a plant there. These offices were formerly at Dallas. The company is also remodeling a plant in Cincinnati; it is building a warehouse in Jacksonville, Florida. It is also planning another plant at Harvey, La.

Majestic in New Quarters

Majestic Metal Specialties, Inc., will be established in its new quarters at 200 Varick street on March 1. The company will occupy the entire seventh floor and all manufacturing will be done on the same floor.

The arrangement of the machinery in the plant is such as to expedite production. Adjacent to the manufacturing department is the designing and research department and a well equipped shipping department.

The executive offices are located on the same floor, and an abundance of natural daylight makes it possible for the employees to perform their work under most advantageous conditions. With the facilities now available, the company feels that it is better able to keep pace with the growing demand for vanity boxes, lipstick-holders and other cosmetic specialties. The new telephone number is WAlker 5—4240.

The company was started as The Majestic Machine & Tool Co., Inc. in 1916 by Nathan Kasdan and associates. The first factory was located in Grand Street, New York City, but by 1922 the business of the company had grown to such an extent that much larger quarters were taken at 342 West 14th street. Two years prior to this time the company changed its name to Majestic Metal Specialties, Inc., with Nathan Kasdan as president, and Joseph Leshin, as secretary. Even the enlarged quarters on 14th street proved in time to be inadequate for the expanding needs of the company, and for this reason, after ten years at the 14th street location, it was found it necessary to move to larger and more convenient quarters at Varick street.

Kolb Heads Swann Subsidiary

P. Val Kolb has been elected president of the Provident Chemical Works, St. Louis, subsidiary of the Swann Corp., New York. Sidney H. Thomson has been chosen chairman of the board, Frank R. Deutman vice-president in charge of operations, Douglas L. Boyer vice-president in charge of sales, R. S. Thomson secretary and treasurer and J. B. Robinson comptroller. Directors are S. H. Thomson, Theodore Swann, P. Val Kolb, F. R. Deutman, S. W. Fordyce and S. B. Jeffries.

A U. S. Dollar from India

An inquiry from Burma, India, for glass bottles recently received by Swindell Brothers, Baltimore, requested samples, and in payment for them was enclosed a perfectly good U. S. dollar bill. Officers of the company are wondering how this traveller got so far from home.

Dunn a New York Visitor

Dr. F. J. Dunn, manager of the Chicago office of W. J. Bush & Co., Inc., New York, was a visitor at the company's New York headquarters early this month, where he conferred with executives of the company on matters of policy. Dr. Dunn reports improvement in conditions in the Chicago market.

Ungerer Representative in New York

E. M. Tysdal, sales manager in the St. Louis district for Ungerer & Co.'s line of essential oils, synthetic aromatic chemicals and perfumery materials, visited the New York office of the company for a full week recently. While in New York, Mr. Tysdal discussed plans for his extensive territory in 1932 in a series of conferences with the various department heads of the company. He returned to St. Louis early this month, visiting Cincinnati, Columbus, and Indianapolis en route.

Lyons Head Bank Officer

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John W. Phillips, president of I. L. Lyons and Co., Ltd., wholesale druggists, was recently re-elected to the board of directors of the Canal Bank & Trust Co. of New Orleans.

Parento Dinner to Perfumers

Compagnie Parento, Inc., tendered a dinner to a representative group of perfumers and chemists in the White Room of Schrafft's Forty-third street restaurant on February 1st.

Moving pictures depicting flower cultivation and distillation processes were shown following the dinner. The pictures were filmed by Addington Doolittle, president of Compagnie Parento, Inc. at the plantations and works of Pierre Dhumez & Co., Organico, Bottu Mitow and Syndicat Bas Alpin which the company represents in America.

The various chemical processes and cultivations were described by D. E. Picciano, vice-president, and E. C. Barton, assistant secretary, of the company. Great interest was manifested in the methods which have been adopted to processing the various oils and chemicals.

Florasynth San Francisco Dinner

On January 16 the Pacific Coast organization of Florasynth Laboratories, Inc., New York, gave a "Get-Together Banquet" to a limited number of the company's friends and customers in that section. The dinner was followed by dancing and all reported a most enjoyable evening. Presiding at the affair was Alexander Katz, who since last August has been in charge of Florasynth activities on the Coast. He was assisted by W. T. Markillie, San Francisco agent for the company. In the few months which Mr. Katz has spent on the Coast he has succeeded in winning many new friends for the company and its products as well as for himself.

Those in attendance at the dinner were: Mr. and Mrs. L. Demartini, Jr., Mr. and Mrs. A. P. Wyss, Sr.,

A. P. Wyss, Jr., Miss Barbara Schmidt, Mr. and Mrs. Thomson, Mr. and Mrs. L. D. Clemont, Mr and Mrs. P. R. Simpson, Mr. and Mrs. Harvey Brown, Mr. and Mrs. C. K. King, Mr. and Mrs. Thos. P. Hurson, Mr. and Mrs. Percy Ashe, Mr. and Mrs. A. S. Berwick, Mrs. Willa Todhunter, P. T. Valov, W. A. Evans, Miss H. Barkley, Mr. and Mrs. A. R. Dice, Mr. and Mrs. Slingsby, Mr. Jackson, Wm. M. Pauer, J. Grenise, Mr. Campidonico, Mr. and Mrs. Victor Ashe, Mr. and Mrs. Kragh, Mr. and Mrs. Clark, Mr. and Mrs. Hutchinson, Mr. and Mrs. J. P. Arroyo, Mr. and Mrs. B. Neustadter, Mr. Desmond, Mr. and Mrs. W. Markillie, Dr. and Mrs. Alexander Katz, Leonard Katz, Mr. and Mrs. S. Simons and W. Demartini.



SAN FRANCISCO DINNER OF FLORASYNTH LABORATORIES, MR. KATZ SEATED AT HEAD OF TABLE

New Advertising Company Formed

A new advertising company has been formed to be known as the United States Advertising Corp. with offices in New York, Chicago, Toledo, Milwaukee and Indianapolis and associate offices in important market centers throughout the world. Ward M. Canaday, president of the present United States Advertising Corp., of New York and Toledo, becomes president and the executive head of the new company, and Homer McKee, president of The Homer McKee Co., Inc., of New York, Chicago and Indianapolis, becomes executive vice-president of the new company. George Enzinger, president of the Dyer-Enzinger Co., of Chicago and Milwaukee, becomes president of the Chicago division. The United States Advertising Corp. will start operation immediately with more than seventy accounts of national advertisers and will automatically rank, at the outset, as one of the largest and strongest agencies in the advertising field. Negotiations, culminating in the above announcement, it is said, have extended over a period of months.

Drury Attends A.C.D.S. Convention

A. C. Drury, president of A. C. Drury & Co., Chicago, spent several days in New York early in February and sailed on the *Bermudian* with a large group for the annual sea-going convention of the Associated Chain Drug Stores. Upon his return from the convention, Mr. Drury stopped over several more days in New York before returning to his headquarters in Chicago. An account of the convention, which Mr. Drury says was an exceptionally enjoyable one, will be found elsewhere in this issue.

Mr. and Mrs. Bennett in Europe

Mr. and Mrs. David A. Bennett sailed on the Europa February 10 for a visit of about a month in Europe. Mr. Bennett, who is president of Albert Verley, Inc., Chicago will confer with Dr. Albert Verley, head of Etablissements Albert Verley, Ile St. Denis, France, and will also spend some time in Grasse, where he will visit the plant and confer with officials of Tombarel Frères, for whom his company also acts as American representatives.

Powell Company Representatives Active

Robert C. Kelly, of John Powell & Co., New York, N. Y., is completing a business trip through New England and Canada. He will return to his desk the latter part of this month.

Edmund R. Bower has become associated with John Powell & Co., Inc., New York, N. Y., as representative for the greater New York territory.

Ullman in New Offices

Roland G. E. Ullman, advertising agents for F. J. Stokes Machine Co. and A. H. Wirz, Inc., moved to new offices in the Bonbright Building, 1520 Locust street, Philadelphia, on February 1.

Chicago

Drug & Chemical Association Luncheon

The Chicago Drug & Chemical Association held its regular monthly luncheon meeting on January 28th at the Hamilton Club, with an attendance of over eighty members. The program committee arranged with Dr. Frederick A. Cook, the famous explorer, to relate some of his experiences in the Arctic and Antarctic regions and he favored the members with a most interesting address entitle! "Adventure from Pole to Pole."

Arbuckle Business to New Company



D. T. GUNNING

Arbuckle Brothers, with a view of centering all of their manufacturing activities at their main plant in New York, discontinued the manufacture of flavoring extracts and milling of spices in the Chicago plant on January 31st. D. T. Gunning, who for the past fifteen years was in charge of the spice and extract department, has formed the American Spice Mills, Inc., and will take over this business from Arbuckle Brothers. Offices and plant will re-

main at the same location at 539 East Illinois St.

Burgh Organizes New Company

Alvin M. Burgh, formerly chemist for Marcelle Laboratories has organized the Eunice Laboratories and will be located at 5231 George street. This new concern will specialize in facial creams and brilliantines for the trade.

Dedrick Back After Accident

Al Dedrick of Albert Verley, Inc., who was confined to a hospital suffering from several broken ribs as the result of an automobile accident on New Year's Day, has entirely recovered and is again calling on the trade.

Thomssen a Chicago Visitor

Dr. and Mrs. E. G. Thomssen spent a busy day in Chicago on their return from an extended Eastern trip. Dr. Thomssen, who is director of research at J. R. Watkins, Co., Winona, Minn., seemed anxious to get back to Winona, as he has been absent for over a month.

Riedweg Back from Tour

Jacques Riedweg, of the Paris office of L. Givaudan & Cie., has completed his western trip, and will return from the Pacific Coast shortly and visit the Chicago office of Givaudan-Delawanna, Inc.

Association Changes Its Schedule

The Chicago Perfumery Soap & Extract Association will change from their present schedule of semi-monthly luncheon meetings and adapt a policy of holding one meeting each month.

In Memoriam for Departed Friends

AMIC, SENATOR JEAN, member of the firm of Etablissements Roure Bertrand Fils & Justin Dupont, Grasse, France, February, 1926.

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Bell, Joseph H., president of the C. F. Booth Perfume Co., Norwich, N. Y., February, 1924.

BURCHENAL, JOHN J., vice-president, Procter & Gamble Co., Cincinnati, February, 1926.

BURNETT, JOHN T., president Joseph Burnett & Co., Boston, February, 1929.

CORDES, WILLIAM, president, Pro-phy-lac-tic Brush Co., Northampton, Mass., February, 1928.

DAMMANN, JEAN, vice-president P. & P. Derode Frères & Dammann, New York, February, 1931.

FAIRCHILD, HENRY C., founder of Fairchild & Shelton, soap manufacturers, Bridgeport, Conn., February, 1917.

FALK, FREDERICK L., president, F. L. Falk & Co., soap manufacturers, Pittsburgh, Pa. February 1927.

Fels, Joseph, soap manufacturer and single tax advocate, Philadelphia, Pa., February, 1914.

FOLEY, JOHN B., toilet goods manufacturer, Chicago, Ill., February, 1925.

FOOTE, CHARLES E., president of Foote & Jenks, Jackson, Mich., February, 1930.

HARRIS, FRANK F., founder of the Harris Extract Co., Binghamton, N. Y., February, 1912.

HESS, CHARLES D., Hess Co., perfumers, Rochester, N. Y., February, 1908.

KAHLE, JOHN WESLEY, president, Crescent Mfg. Co., Seattle, Wash., February, 1918.

KIRKMAN, ALEXANDER S., Kirkman & Son, soap manufacturers, Brooklyn, N. Y., February, 1912.

LARKIN, JOHN D., founder of the Larkin Co Inc., Buffalo, N. Y., February, 1926.

MARSHALL, HERMAN AUGUST, soap manufacturer, Clinton, Mass., February, 1910.

Morgan, George Frederick, since 1882 president of Enoch Morgan's Sons, New York, February, 1925.

STEARNS, FREDERICK, of Frederick Stearns & Co., manufacturing chemists, Detroit, Mich., February, 1907.

UNGERER, WILLIAM G., president of Ungerer & Co., and founder of this journal, February, 1930.

WALTKE, WILLIAM, soap manufacturer, St. Louis, Mo., February, 1916.

WRIGHT, ALFRED G., retired president of Alfred Wright, Perfumer, Inc., at Sarasota, Fla., February, 1930.

Samuel Colgate

It is with deep regret that we have learned of the death from pneumonia of Samuel Colgate, nineteen year old son of Russell Colgate, member of the board of the Colgate-Palmolive-Peet Co. He died on January 23, in Colorado Springs. The son who had been attending the University of Colorado for the past two

years had visited his home, Oakbrook, in Llewellyn Park, West Orange, N. J., for the Christmas holidays.

Besides his parents he leaves a brother, John, and a sister, Miss Josephine Colgate of West Orange.

* * * * George Zirkelbach

George Zirkelbach, 37, assistant controller of the Palmolive Co. who was associated with the concern for 15 years, died Feb. 5 at Mount Pleasant, Ill., following a short illness. Mr. Zirkelbach was a resident of Milwaukee for many years before the Palmolive executive offices were moved to Chicago. He is survived by his wife, three children and his parents. Funeral services were held Feb. 8 in Milwaukee.

* * * * Paul Owen Richmond

Paul Owen Richmond, head of the New York branch of R. L. Watkins Co., Inc., Cleveland, makers of preparations for the hair, died January 17 in the Harbor Hospital of pneumonia. He was 47 years old. He and his widow had been residing at the Hotel Sherry-Netherland.

Circulars, Price Lists, Etc.

The American Manufacturers of Toilet Articles.—Annual Directory for 1932.—Included in this annual directory for 1932 is the usual fund of information in regard to the officers and executive board members of the association, the constitution and by-laws, the features relating especially to the industry in regard to the Hawley-Smoot Tariff of 1930, alcohol regulations and formulas for denatured alcohol, a list of association members and much other information of general interest.

An addition to the book this year is "Raw Material Guide" and also "Trade Names of Raw Materials used by Toilet Goods and Soap Manufacturers." The former gives the firms from which the various raw materials used in the manufacture of perfumes, flavoring extracts, soaps, etc., may be found; the latter as the name indicates lists the trade names of raw materials with the name of the manufacturers and its special use. The book is published by the Rose Publishing Co., Newark, N. J.

Giles Can Co., Chicago.—The Candle.—The January issue of this little house organ has just come to our desk and has been read with the usual interest and amusement that it always invokes. Mixed with the seriousness of articles on optimism and man's ego is some very enlightening and humorous "Reflections" and "Light Stuff."

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Dodge & Olcott Co., New York City.—Catalogues, Part A and Part B.—The company has divided its usual catalogue into two sections of which Part A. in yellow cover contains lists of essential oils, essences, oleo-resins, synthetic aromatic chemicals, etc., the prices of which fluctuate frequently. Part A will in fu-

ture be issued monthly. Part B contains prices on perfumers' materials including the natural floral products of J. Mero & Boyveau, Grasse, and the aromatic chemicals of Fabriques de Laire, Issy and Calais, for which Dodge & Olcott Co., is American selling agent. This part will appear quarterly. Both catalogues follow the style heretofore used by the company in its general catalogues and price lists and afford comprehensive reviews of the market for perfume raw materials.

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Brass Goods Manufacturing Co., Brooklyn, N. Y.—
Card with Verses Expressing "Our Sentiments".—

I Won't Give In

Two frogs fell into a deep cream bowl. One was an optimistic soul, But the other took the gloomy view. "We shall drown," he cried, without more ado, So, with a last despairing cry He flung up his legs and said "Good-bye." Quoth the other frog, with a merry grin: "I can't get out, but I won't give in; I'll just swim around till my strength is spent, Then I will die with more content." Bravely he swam till it would seem His struggles began to churn the cream. On top of the butter at last he stopped And out of the bowl he gaily hopped. What of the moral? 'Tis easily found: If you can't hop out, keep swimming around. -The Circle.

Phoenix-Hermetic Co., Chicago, Ill.—The Phoenix Flame.—With the January issue of this interesting house organ a change in size has been adopted. Although the present size is considerably larger than the pamphlet of previous numbers the new edition may easily be carried in the pocket. This is really an essential as the interesting articles and lucid information contained in both the serious and lighter pages has proven so entertaining that all who receive it wish to carry it home with them to read again. The new size also lends itself to the reproduction of better and finer illustrations of the many products that Phoenix has had a hand in beautifying.

This issue contains especially encouraging comments on the current conditions; encouraging, because conditions that can be treated in a lighter vein are not as serious as many may feel. The "Light Stuff" is particularly amusing this month.

A. C. Drury & Co., Inc., Chicago.—Paper-weight mirror.—The back of this interesting novelty reproduces the design shown in the recent advertising of the company with the seal of the Chicago Association of Commerce in white on a black background.

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The Karl Kiefer Machine Co., Cincinnati. — The Cleaning of Glass Containers.—This new booklet is not only descriptive of cleaning and drying devices and sterilizers manufactured by Karl Kiefer Machine Co., but also contains a great deal of very useful information regarding the necessity of cleaning, various processes which may be employed, and the best process to be used under certain definite conditions. The text

occupies three pages, and, while sharply condensed, affords sufficient background for the manufacturer who has cleaning and sterilizing problems. The rest of the book, occupying nine pages, contains photographs and descriptive matter of types of machinery for cleaning, sterilizing, drying, etc., manufactured by the Karl Kiefer Machine Co. The booklet is attractively printed, and should be a valuable addition to the files of any manufacturer of toilet goods, flavoring extracts, etc. Copies may be had upon application to the company in Cincinnati.

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Armstrong Cork Co., Lancaster, Pa. — Modern Closures for Modern Packages.—The first issue of this new house organ which the company will publish monthly is excellent in plan and execution. Several articles of considerable interest to anyone who has package and closure problems are presented, and naturally some descriptive matter relating to Armstrong products is included. The whole is clearly printed and the cover design is interestingly modern. Undoubtedly many in the toilet goods industry will secure pleasure and profit from this and forthcoming numbers.

Raymond E. Bell, Inc., New York City.—Whither Scientific Management?—This is another in the series of small pamphlets devoted to subjects of general industrial interest which Mr. Bell, a well-known management engineer, issues from time to time. It treats the interesting subject of scientific business management and discusses recent trends along this line.

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Cur-A-Ped Co., West Palm Beach, Fla.—Out of the Storm, and Your Feet and You.—Two very interesting little booklets the first of which outlines the intriguing history of the development of the company and the second of which describes in very interesting fashion the claims which are made for its product. Both are conservatively and excellently printed and deserve the attention of the trade as well as the public for which they are intended.

U. S. Food and Drug Administration, Washington, D. C.—Methods of Testing Antiseptics and Disinfectants.—This booklet, prepared by the department's experts and issued by the Secretary of Agriculture as official methods under the Insecticide Act of 1910, is now available from the Superintendent of Documents, Washington, D. C., at 10c per copy.

Perfumery & Essential Oil Record, London.—Year-Book and Diary for 1932.—This book as usual contains much interesting and valuable information in addition to its diary and advertising pages. This year an interesting table of synonyms and one of constants of essential oils are included. The style of text and binding are the same as in previous issues.

The E. E. Dickinson Co., Essex, Conn.—The Birth of Witch Hazel.—This little booklet tells in attractive fashion the early Indian legend regarding the use of witch hazel and traces the development of the product from Colonial times. A section gives some of the many important uses for the product. It is attractively

bound and printed. Copies may be had upon application to the company.

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Neumann-Buslee & Wolfe, Inc., Chicago.—Wholesale Price List.—A very complete list of essential oils and specialties for the manufacturer of toilet preparations and flavors.

Fritzsche Brothers, Inc., New York.—Price List.— Regular monthly price list of essential oils, perfumers' specialties, aromatic chemicals and other items.

New Equipment and Installations

Under this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.

"An ingenious machine that automatically closes the pouring device on a box or container of any free flowing material such as salt or powder and over the entire surface of this closed pouring spout applies a label gummed to act as a closure sealing the opening has been perfected by the Edward Ermold Co., New York.

"The new machine is of especial interest to manufacturers of bath salts, of face powder, of body dusting powder and of other free flowing toilet preparations as it considerably expedites packing and labeling such materials. According to the report of the company it handles automatically between 40 and 45 cartons per minute.

"The new closing device is one just developed and is installed on the standard Ermold labeler together with a conveyor. The whole unit operates from a single motor; and an observer who saw one of the machines in operation reported that he was impressed with the dispatch, the neatness and the uniformity of the work."

Book Review

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of The American Perfumer & Essential Oil Review, 432 Fourth Avenue, New York.)

Cosmetic Practice and Art

THE SCIENCE OF BEAUTISTRY. Official Textbook approved for use in all the National Schools of Cosmeticians Affiliated with Marinello. Published by the National School of Cosmeticians. New York. 1932.

This book attempts to go beyond the usual school textbook for the beauty operator and the hairdresser and give the student a background of scientific information regarding the products with which she is working and a working knowledge of anatomy and physiology as well. The book has been carefully prepared with this end in view and, if not too abstruse for the mentality of the average student of cosmetic practice, it should prove successful.

It is planned to cover all the subjects taught in the Marinello schools including hair and scalp, facials, manicuring, waving and dyeing, hairdressing, electrolysis, etc., and each of these subjects is given adequate and careful treatment. The book is presented in excellent style with cover design in black and gold, and —important factor—is completely indexed and cross indexed for reference.

We understand that it is the work of Miss Florence E. Wall, who is an acknowledged expert on beauty and beauty products including hair preparations and coloring. The company was indeed fortunate in securing the services of Miss Wall, whose background of experience has fitted her admirably for the task of preparing its textbook.

New Incorporations

Note.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "Please Forward."

Broza Products Corp., Atlantic City, N. J., toilet articles, \$40,000 preferred, 13,000 shares common. Philip Monheit, Atlantic City, N. J., New Jersey incorporation.

Powder Pouch, Borough of Manhattan, N. Y., cosmetics, \$10,000. C. E. Frankel, 19 West 44th street, New York, N. Y.

Equity Perfumes Shops, Borough of Manhattan, N. Y., cosmetics, \$5,000. Schneider & Herdes, 128 West 66th street, New York, N. Y.

Motzer Hair and Skin Institute, Borough of Manhattan, N. Y., drugs, 300 shares of common stock. Weed & Chandler, 80 William street, New York, N. Y.

Laray Cosmetics, Inc., Newark, N. J., drugs, toilet preparations, \$125,000. William Goldstein, Newark, N. J.

Vifrench National Institute of Beauty Culture and Art, Inc., 2333 Seventh avenue, New York, N. Y., \$45,000 stock issue underwritten by the First National Syndicate Underwriters of New York.

A. F. Part, Borough of Manhattan, N. Y., toilet articles, 200 shares common stock. Mock & Blum, 10 East 40th street, New York, N. Y.

Lilla Reina, Borough of Manhattan, N Y., toilet articles, 200 shares common stock. Mock & Blum, 10 East 40th street, New York, N. Y.

Rumford Chemical Works, Rumford, R. I., washing powder for general cleaning purposes.

Ar-Jary Laboratories, Inc., San Bernardino, Calif., manufacturing and selling of shampoos, soaps, cosmetics, hair oils and beauty supplies, \$75,000. Robert J. and Sylvia L. Kideney, 304 East Sixth street, Ontario and Paul W. Jones, Los Angeles, are the directors and incorporators.

Celesto Co., 4203 Waverly avenue, Detroit, Michigan, 6,000 shares no par value, manufacture and sell toilet preparations.

Lady Patricia Co., 120 N. La Salle street, Chicago, Ill., deal in all kinds of cosmetics, 200 shares non par value. Incorporators L. H. C. and Edythe Meland and William G. Shane. Correspondent: William G. Shane, 4152 W. 25th street, Chicago, Ill.

Kwix Co., Quincy, Mass., manufacture soap. Vigo Laboratories, Borough of Bronx, N. Y., cosmetics, 200 shares common stock. J. H. Traynor, 233 Broadway, New York, N. Y.

Sterling Laboratories, Inc., Indianapolis, Ind., manufacture insecticides, perfumes, cosmetics, 1,000 shares no par value. Incorporators, Mandel Meyers, Leopold Landsberger and Marc Lourie.

Blen, Borough of Manhattan, N. Y., cosmetics, 200 shares common stock. M. Friedberg, 18 East 41st street, New York, N. Y.

United Perfumers, Poughkeepsie, N. Y., cosmetics, 100 shares common stock. J. Gerstein, 271 Madison avenue, New York, N. Y.

Croxon, Borough of Manhattan, N. Y., cosmetics, 2,000 shares common stock. Palmer & Serles, 46 Cedar street, New York, N. Y.

Copa Products Co., Philadelphia, Pa., manufacture, buying, selling and dealing in soap, soap products, \$9,000. Charles A. Allen, Philadelphia.

Conant Corp., Ltd., Los Angeles, Calif., production of perfumes. Charles M. Conant incorporator.

Floridol Co., Inc., St. Petersburg, Fla., manufacture cosmetics. \$100,000 divided into 1,000 shares, par value \$100 each. W. C. Clark, A. V. Trotter, G. R. Keohn, directors.

Marion Rosser Corp., Borough of Manhattan, N. Y., cosmetics, 200 shares common stock. A. G. Katz, 10 East 12th street, New York City.

Sta-Set Manufacturing Co., Ltd., Dover, Del., cosmetics, beauty supplies, \$100,000. Standard Corporation Service.

Sleet Products Co., 31 N. Green street, Chicago, Ill., manufacture and sell soap and cleaning compounds, etc., \$10,000 worth common stock. Incorporators: Morris Kartoon, Max Tunkel, Louis B. Davis. Correspondent: Louis Jaffe, 100 N. LaSalle street, Chicago.

Ralph Mernit, Borough of Manhattan, N. Y., soaps, candles, 200 shares common stock. Pomeranz & Muhlstock, 276 Fifth avenue, New York, N. Y.

Krich Products Corp., Vineland, N. J., candy, soaps, polish and distilled water, \$100,000. M. J. Greenblatt, Vineland, N. J.

Jeunesse d'Or, Inc., Wilmington, Del., perfumes, cosmetics, 250 shares common stock. Corporation Service Company.

Business Troubles

Parfums Marlaine, Inc., 565 Fifth avenue, New York, N. Y., by Scovill Mfg. Co., for \$1,000; T. C. Wheaton Co., \$250; Helfrich Laboratories of New York, Inc., \$140.

Max Wohlegemuth, 801 Second avenue, New York, N. Y., druggist, has assigned to George A. McFarlane, 330 Spring street, New York.

Thrift Cut Rate Drug and Cosmetic Shop., Inc., 1128 Broadway, Brooklyn, N. Y., retail cosmetics, etc., has assigned to Samuel Loewy, 2500 Webb avenue, Bronx, N. Y.

El Dorado Hosiery and Perfume Shops, Inc., 575 West 168th street, New York, N. Y. Liabilities, \$43,586; assets \$23,707, main items being stock, \$10,000; fixtures, \$9,250. Principal creditors listed are Richard Hudnut, \$3,978; Coty, Inc., \$3,967; Colgate-Palmolive-Peet Co., Inc., \$3,086; Churchill's Inc., \$3,960; H. Hirschfield, \$5,813.

Jean Vivaudou and Herb (Jean Vivaudou & Co.),

21 West 46th street, New York, N. Y., manufacture and sale of cosmetics and perfumes, has assigned to Adela Heller, 254 Seaman avenue, Bronx, N. Y.

Joseph H. Fisher, 234 East Gunhill road, New York, N. Y., pharmacist. Liabilities, about \$8,000; assets, \$8 in addition to stock and fixtures which are subject to chattel mortgages.

Co-Ed, Inc., 4619 Ravenswood avenue, Chicago, Ill., toilet preparations, involuntary. Creditors include Bermingham, Proser Printing Co.

Louis S. Milefsky, 349 Bedford avenue, Brooklyn, N. Y., retail druggist, has assigned to John M. Nelson, 551 Fifth avenue, Manhattan, N. Y.

Sigmund Gostin, 883 Jennings street, New York, N. Y., pharmacist, by Harris Drug Co., Inc., for \$575; Denver Pharmaceutical Co., Inc., \$39; Crescent Drug Sundry, \$232.

Oscar M. Gordon, 4221 Broadway, New York, N. Y., drug store, by H. Halper, Inc., for \$1,659; Progressive Drug Co., Inc., for \$350; Oil Products Co., Inc., for \$29

Sam Brockman, 2048 Eighty-sixth street, Brooklyn, N. Y., retailing cosmetics, has assigned to Max Spielman, 8735 Bay Parkway, Brooklyn, N. Y.

Kossove Pharmacy, Inc., 74 University Place, New York, N. Y. Liabilities, \$51,637; assets, not stated. Herman Mendelowitz is listed as a creditor for \$42,000 secured by a chattel mortgage.

Meyer Smith, 190-02 Jamaica avenue, Queens, L. I., N. Y., retail drug store. By Herman & Witt, Inc., for \$111.80; Towns & James for \$550; and McKesson-Gibson Snow Co., Inc. for \$1,626.39. Judge Galston has appointed David Advocate, 165 Broadway, New York, receiver in bond of \$1,000.

Edward Kossove, 4515 Twelfth avenue, Brooklyn, N. Y., druggist. Liabilities, \$58,222.95; assets, \$15,786. Tivoli Pharmacy, Downers Grove, Ill., voluntary. No schedules filed.

Anthony Virdone, 1287 Putnam avenue, Brooklyn, N. Y., beautician. Liabilities, \$5,716.76; assets, \$350. American Solvents and Chemical Corp., 122 East 42d street, New York, N. Y., manufacturers and distributers of industrial alcohol. Liabilities, \$13,585,904; assets, \$7,993,212, main item being real estate, plants and equipment, \$4,320,000; accounts receivable, mainly from subsidiary companies, \$3,000,000 (approximately). The Irving Trust Co. was appointed receiver by Judge Coxe. Principal creditors listed are National City Bank and Stewart C. Pratt as trustees under two bond issues, \$5,090,000, secured; Chase National Bank as trustee under bond issue, \$1,560,000, secured. The petition also lists contingent liabilities of \$1,104,423 on notes of the Rossville Commercial Alcohol Co., a subsidiary, which were discounted by local banks, and states that the company is contingently liable on surety company bonds amounting to about \$4,000,000 given to the government to insure the performance of contracts.

R. M. McCutcheon Co., 2090 Eighth avenue, New York, N. Y., drug store. Liabilities, \$19,182; assets,

Norman M. Simon, 485 Columbus avenue and 275 Amsterdam avenue, New York City, retail druggist, has assigned to George A. MacFarlane, 330 Spring street, New York, N. Y.

Canadian News and Notes

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Improved business is reported by some of the wholesale perfumery and toilet goods houses in Montreal since the opening of 1932. One is reluctant after the experience of the past year, and the fate of so many prophets, to strike too optimistic a note or suggest that the "depression" has touched the end. But the fact is that travelers have been coming in during the past month with books nicely filled with orders. Particularly the men working in the western sections of Canada are coming in with gratifying bunches of orders. The Maritime Provinces men have not been doing so badly either this past month.

Two new plants are to be opened shortly, one in Montreal and one in Ste. Therese, Que., a few miles north of Montreal. The first is that of Liquid Carbonic Canadian Corp., Ltd., successors to Canadian Carbonate, which is in process of construction at 4905 Dagenais street, Montreal. It will manufacture soda fountains, etc. President J. R. Colby and vice-president R. L. Crysler say they believe this is a good time to start the development of a new industry.

The other plant is that of Zonite Products Corp., which is establishing a branch factory at Ste. Therese. They consider this a step toward establish their pharmaceutical products firmly on the markets of the British empire. Both plants will probably open in April.

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Commercial Alcohols, Ltd., shareholders have approved a new by-law providing for a reduction of \$400,000 in the paid-up capital of the company. This means the reduction of book-value of outstanding common stock from \$25 to \$5 a share. The equity of the shareholders is not affected by this, but there is a distinct saving to the company in taxation.

Mile. Stella Rubinstein was in Montreal during the latter part of January, giving consultations in the Salon Elysée of Eaton's. In an interview with the local newspapers Miss Rubinstein urged the wisdom of woman at all ages endeavoring by means of cosmetics to keep their youthful appearance. She argued that there was a bigger place in the world today for the mature woman who had preserved her looks than for the pretty flapper.

Miss Elizabeth Ives, head of the perfumery and toiletry business, which bears her name in Montreal, was a visitor in New York in the early days of February.

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Ultra Chemicals, Co., Ltd., has just opened its new factory at Louiseville, Que., manufacturing chemical products formerly imported to Canada. The factory is a modern building covering 150 feet by 50 feet. The company is an associate of Ultra Chemicals Company of Hawthorne, N. J.

Toronto

SINCE the new year came in there have been a few changes in the traveling staffs of some of the wholesales houses. Bill Tatton, for years with Johnson & Johnson in Western Ontario, is now hospital sales representative for the same firm covering the whole province. His headquarters will be in Toronto.

Ralph Waller, formerly with McGillivray Brothers in Western Ontario, is successor to Wm. Tatton for Johnson & Johnson in the same territory.

Sidney Dyer, formerly covering Western Ontario for Palmer's perfumes, is now Toronto representative for the Nyal Co. of Canada.

Duncan Whitehead is taking Mr. Waller's place on the McGillivray staff.

Peter Ferguson, Toronto representative for Frederick Stearns & Co., has taken over his old territory for the same firm, covering all western Ontario.

P. G. Davies, export manager of the Seiberling Rubber Co. of Canada, sailed from Halifax last month in charge of his firm's exhibit on the New Northland, which is making a Canadian trade cruise through the West Indies. The trip is to last two months.

Carl Austin & Co., Ltd., makers of toilet articles, have let a contract for an addition to their factory at Weston, Ont.

Two meetings of Quebec druggists were held in Montreal last month, at the Club Martin.

A meeting of retail druggists was held in Toronto recently to discuss arrangements for receiving visitors when the big four associations convene in Toronto next August 22 to 27. The four organizations that will combine their forces at that time are American Pharmaceutical Association; Canadian Pharmaceutical Association; Ontario Retail Druggists Association; and Association of American Colleges of Pharmacy. W. J. A. Carnahan was chosen honorary chairman of the local reception committee; C. P. Playter, general chairman; and C. G. Whebby, vice-chairman. F. C. Fielding will be treasurer; Fred Jacobs, secretary; and R. A. Greer, registrar.

The retail druggists in southeastern British Columbia have formed themselves into an association with R. R. Burns, Trail, as president for 1932.

The Nyalites trounced the Drug Trading Co. bowling team for the Garlick Cup at the tourney on January 19, although the latter had held the trophy for the past four years, defeating all comers.

F. W. Fitch, president of F. W. Fitch & Co., Des Moines, Iowa, visited his company's branch at Toronto during the month past.

Bauer & Black salesmen from all over Canada held a sales convention at the Toronto plant at the commence-

ment of the year. H. L. Wells, general manager from Chicago was the principal speaker.

The annual sales conference of A. Wander, Ltd., makers of Ovaltine, was held recently at the company's new plant at Peterborough, Ont. Representatives were present from all parts of Canada.

The United Drug Co. of Canada held its first annual "Rexall" dance and bridge at the Royal York Hotel, Toronto, on January 15, with some 600 guests present. The hosts and hostesses were Mr. and Mrs. J. W. McCoubrey; Mr. and Mrs. J. R. Kennedy; Mr. and Mrs. Chas. McCallum; Mr. and Mrs. Geo. Wilson; Mr. and Mrs. B. D. Ross; Mr. and Mrs. J. B. Mason. Fred. O. Williams, manager of the Seamless Rubber Co., New Haven, was a guest.

The annual Pharmacy Graduation banquet and ball of the O. C. P. will take place on February 23 at the Royal York Hotel, Toronto.

Pharmacy basketball team won its second league game when it defeated Toronto Dental School a few nights ago, the score being 30-9.

Local retail druggists of Halifax, N. S., are to interview the police commission of that city re peddlars selling patent medicines contrary to law from door to door.

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Returning one day from Walkerville, Ont., where she had attended the funeral of her sister, Mrs. C. F. Whitehead entered her home at Guelph to find her husband dead on the lounge in the living room. Mr. Whitehead was a traveller for a drug house, 42 years of age. Heart disease was given as the cause.

. . . . C. D. Daniel, president of the Toronto Pharmacal Co., who died on December 20, left an estate of \$157,000.

. . . .

Mel. Maltby has resigned his post as traveller for John A. Huston, to give his whole time to his retail drug business in Toronto. Jack Turner of the Pulford Drug Co. will take his place on the road, covering Manitoba and Saskatchewan.

Norman S. Wright, president of the company which bears his name, has moved his headquarters from Lombard street, Toronto, to larger premises at 468 King street, west. Mr. Wright has gone for a business trip through the West. He will be home in March.

J. Harmon Andrews, managing director of Lyman Agencies, Ltd., Montreal, has gone to Europe for an extended trip through Britain, France and the Leipzig Fair. He will look out for new lines while away.

Canadian Industries, Ltd., announce the installing of new machinery in their Pyralin Division Plant at Toronto for the manufacture of pyralin toiletware sets.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark pro-tection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries repremarks in Canada relating to the industries repre-sented by our publication.

This report is compiled from the official records in

the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARK REGISTRATIONS

Gould." Toilet preparations. Barbara "Barbara

Gould, Ltd., New York City.

Device of a carton having four parallel panels and facsimile of signature of Chas. H. Phillips. Dentifrice. The Chas. H. Phillips Chemical Co., a corporation of

Glenbrook, Conn.
"Publix"—"Lady Lillian." Manicure and other toilet preparations. Boston Floral Supply & Snyder Co., a corporation of Boston, Mass.

Representation of a maple leaf on a rectangular background. Toilet articles. T. Eaton Co. Ltd., Toronto, Ont.

ronto, Ont.

"Lustrol." Toilet preparations. Parfumerie L. T.
Piver, S. A., Paris, France.

"Ashes of Roses"—"Evening in Paris"—"Soir de
Paris"—"Fiancee." Toilet preparations. Wertheimer
Freres, Parfumerie A. Bourjois & Cie, 43, Avenue Marceau, Paris, France.

Appaday" printed across an apple.- "Appaday" which appears three times upon a six-pointed star which is superimposed upon a smaller six-pointed star. Extracts. M. K. Serilian, Ltd., Toronto, Ont.

"Loblaw"—"Thrift Twins." Flavoring extracts.
Loblaw Groceterias Co. Ltd., Toronto, Canada.

"Rap-I-Dol." Hair colorings. Rap-I-Dol Distributions.

ting Corp., a corporation of New Jersey, and doing business in the city and state of New York. "Tibo." Toilet preparations. Tibo Products of Can-

ada, Ltd., Windsor, Ont. "Elessa" on an ornan

"Elessa" on an ornamental panel. Toilet prepara-tions. The Elizabeth Ives, Montreal, Que.

PATENTS

318,614.—Paste tube. Frank Benjamin Sebolt, Chicago, Ill.

INDUSTRIAL DESIGNS

Closure Cap or similar article, the dominant fea-tures of which are a plurality of facets and substan-tially vertical ribs on certain of said facets.—Container cap or similar article, the dominant features of which are a plurality of panels having ribs thereon and facets adjacent the upper portions of the panels. Anchor Cap & Closure Corp., Long Island City, N. Y.

TRADE MARK REGISTRATIONS RENEWED

"Dorothy Vernon." Perfumes and other toilet preparations. Registered December 12, 1906. Renewed December 12, 1931. Jennings Mfg. Co., also trading under the name of Jennings Perfumery Co., Grand Rapids, Mich.

"Oatine." Toilet preparations. Registered February 12, 1907. Renewed February 12, 1931. Opera Omnia

Ltd., London, England.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. of patents, trade marks, lines report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet

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Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication. Inventions patented are designed by the letter "D".

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT Perfumer Publishing Co., 432 Fourth Avenue New York City

Trade Mark Registrations Applied For (Act. of Feb. 20, 1995)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

304,394.—Charles G. Unger, doing business as Stanhope Laboratories, Brooklyn, N. Y. (Jan. 15, 1925.)—Hair dressing and tonic.
308,233.—J. N. Lisi, Rochester, N. Y. (Sept. 1, 1920.)

1930.)—Powder for treatment of scalp and hair. 309,916.—Mary Hammond, doing business as Madam

J. T. Hammond, Denver, Colo. (July 1, 1925.)-Prep-

J. T. Hammond, Denver, Colo. (July 1, 1925.)—Preparation for hair growing.
311,198.—J. V. Pilcher Mfg. Co, Inc., Louisville, Ky. (Jan. 1, 1931.)—Cosmetics.
313,221, 313,222, 313,223.—J. & E. Atkinson Ltd., London, England. (Aug. 26, 1874.)—Soaps and toilet preparations.

314,086.—Charles A. Traurig, doing business as Allen Chemical Co., New York, N. Y. (Feb. 18, 1931.) —Foot powder and foot cream.

314,461.—The Realistic Permanent Wave Machine Co., Cleveland, Ohio. (Apr. 5, 1928.)—Hair waving and treating solutions and lotions, hair wash, hair rinse, oils and greases for use in the treatment of the hair.

the hair.

315,866.—Naamlooze Vennootschap Eau De Cologne Fabriek J. C. Boldoot, Amsterdam, Netherlands. (Jan. 8, 1931.)—Toilet preparations.

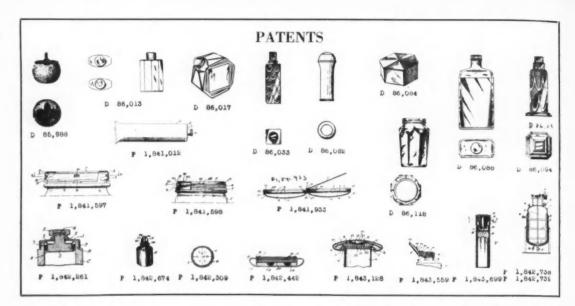
316,421.—Fred J. De Angelis, New York, N. Y. (June 30, 1930.)—Hair tonic.

317,146.—The Bon Ami Co, New York, N. Y. (Apr. 3, 1931.)—Cleaning and polishing powder for household use and for cleaning the hands.

317,773, 317,774.—McKesson & Robbins, Inc., Bridgemort Conn. (Sept. 1, 1929.)—Soap.

port, Conn. (Sept. 1, 1929) - Soap.





317,833.—Abraham Dikel, doing business as Spedwash Compound Co., Sioux City, Ia. (July 12, 1929.)

—Washing powder. 319,367.—George M. K. Miller, (June 10, 1931.)—Hair preparations. M. K. Miller, Pittsburgh, Pa.

319,381.—Benjamin Eidinger, doing business as Germandol Laboratory, New York, N. Y. (Jan. 1923.)
—Rub down, anti-itch, and external skin tonic.
319,608.—Caled Products Co., Inc., Cottage City, Brentwood, Md. (Apr. 8, 1931.)—Liquid cleanser prep-

aration. 320,262.—Daniel Joseph Healy, doing business as D-May-O Chemical Product Co., New York, N. Y. (Sept. 12, 1931.)—Dental cream, cold cream, vanish-

ing cream, and cleansing cream.
320,450.—Siegelman Laboratories Inc., Los Angeles,

Calif. (May 19, 1931.)—Toilet preparations. 320,544.—Guy T. Gibson, Inc., New York, N. Y. (Oct. 2, 1931.)—Perfume.

320,898.—Ferd Mulhens, Inc., New York, N. Y. (Oct. 5, 1931.)—Perfumes.

320,944, 320,945.—A. Schilling & Co., San Francisco, Calif. (1881.—Oct. 1, 1924.)—Food-flavoring extracts.

Colorings for food products.
320,961.—The J. B. Williams Co., Glastonbury, Conn.
(Oct. 15, 1931.)—Shaving soap, including shaving

cream 321,105.-Hart-Albin Co., Billings, Mont. (Feb. 25, 1931.) - Toiletries.

321,108.—Harry D. Koenig, doing business as Harry D. Koenig & Co., New York, N. Y. (Oct. 21, 1916.)— Toilet preparations

-Elayne Quispel, doing business as Elayne Hansen, Washington, D. C. (July, 1930.) - Toilet preparations

321,209.—Lanman & Kemp-Barclay & Co., Inc., New York, N. Y. (Oct. 7, 1881)—Soaps. 321,364.—Samuel Maxwell Steiner, New York, N. Y. (Sept. 25, 1931.)—Soap in the form of cakes of soap cleanser.

321,390.—Normany Products Co., doing business as Robert H. Cromwell Co., Los Angeles, Calif. (Oct., 1931.) - Toilet preparations.

321,451.—Van Camp Oil Co., Inc., New York, N. Y. (Nov. 13, 1931.)—Soap.
321,470.—Luther Alton Neil, doing business as Kln-Aid Laboratories, El Paso. Tex. (Aug. 16, 1931.)— Tooth powder. 321,475 .- Park Chemical Co., Ottumwa, Ia. (Sept.

1, 1906.) -Bay Rum, Witch Hazel.

321,498 -Los Angeles Soap Co., Los An-321,497, 321,497, 321,498—Los Angeles Soap Co., Los Angeles, Calif. (1908, 1901 respectively.)—Soaps. 321,553.—Van Camp Oil Co., Inc., New York, N. Y. and Indianapolis, Ind. (Nov. 20, 1931.)—Soaps. 321,635, 321,636.—H. Th. Bohme Aktiengesellschaft, Chemnitz, Germany. (Sept. 9, 1931.)—Soaps and soap

preparations.

321,680.—Grenoville, Societe Anonyme, Paris, France. (June 15, 1931.) - Toilet water, brilliantine, skin lo-

321,748.—George W. Button Corp., New York, N. Y. (Nov. 30, 1931.)—Perfumes.
321,758, 321,759, 321,760.—Hartung Brothers, New York, N. Y. (July 2, 1931.)—Flavorings for icings and fillings.

and fillings.

321,840.—Agnes Earle Cahill, doing business as Grace Manning Beauty Products, New York and Yonkers, N. Y. (Nov. 17, 1931.)—Sanitary absorbent puff, for the cleansing of the human face and skin.

322,043.—Daggett & Ramsdell, New York, N. Y. (Nov. 24, 1931.—Pomade and hair oil.

Trade Mark Registrations Granted (Act of March 19, 1920)

These registrations are not subject to opposition:

M290,767.-The Hewitt Bros., Soap Co., Dayton, Ohio. (Serial No. 308,830. Sept. 15, 1930.) - Soap.

M290,768.—Culver Laboratories, Inc., Philadelphia, Pa. (Serial No 309,123. Nov. 21, 1930.)—Chemical compounds in cake form for use as a nail polish.

M290,769.—Elizabeth Arden, Inc., New York, N. Y. (Serial No. 309,162. Aug. 12, 1930.)—Cream for application to the skin.

M290,775.—Ernest Summerfield, doing business Massazh Chemical Co., Chetek, Wis. (Serial No. 318,-020. Jan. 1, 1930.) - Massage cream.

M290,780.—Esther Dunn, doing business as Royal Perfumery Shop, New York, N. Y. (Serial No. 319, 648. Sept., 1929.)—Lipsticks, face powder, cold cream, brilliantine and rouge.

M290,781.—Avocado Beauty Aids, Long Beach, Calif. (Serial No. 319,762. Sept. 1, 1930.) Toilet prep-Long Beach, arations.

M290,990.-Edna Sibley Tipton, New York, N. Y. (Serial No. 304,981. Aug. 12, 1930.)—Perfumed soap

Designs Patented

85,988. Powder Puff. Emil J. Nargi, Sr., Passaic,

85,988. Powder Puff. Emil J. Nargi, Sr., Passaic, N. J. Filed Apr. 25, 1931.
86,013. Bottle. Maggy Besançon de Wagner, Paris, France, assignor to Lentheric, Incorporated, New York, N. Y., a Corporation of New York.
86,017. Bottle. Edwin W. Fuerst, Toledo, Ohio, assignor to Owens-Illinois Glass Company, Toledo, Ohio,

a Corporation of Ohio
86,033. Bottle, or Similar Article. Rene Lalique,
Paris, France, assignor to Lucien Lelong, Inc., Chicago,
Ill., a Corporation of Illinois.

Ill., a Corporation of Illinois.
86,082. Container for Toilet Articles. William Friedman, New York, N. Y.
86,084. Toilet Accessory Container. William H. Green, Brooklyn, N. Y., assignor to Vadsco Sales Corporation, New York, N. Y., a Corporation of Delaware.
86,088. Bottle. Harry Joseph Linscott, San Antonio, Tex., assignor to San Antonio Drug Company, San Antonio, Tex., a Corporation of Texas.
86,092. Radiator Cap. Dennis E. McQueary, Washington D. C.

86,118. Jar. Edwin W. Fuerst, Toledo, Ohio, assignor to Owens-Illinois Glass Company, Toledo, Ohio, a Corporation of Ohio.

Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of these Fatents. Those interested can seeme topics of patents by ordering them by number at 10c. each from Commissioner of Patents, Washington, D. C.

1,841,012. Shaving Cream Tube. Farrington Daniels, Madison, Wis. Filed Aug. 31, 1928. Serial No. 303,258. 6 Claims. (Cl. 91—67.4.)
1,841,597, 1,841,598. Rotary Vacuum Sealing Cap. One Piece Vacuum Cap. Charles Hammer, Hollis Court Boulevard, N. Y., assignor, by mesne assignments, to Anchor Cap & Closure Corp., Long Island City, N. Y., a Corporation of New York. 1,841,933. Double Serving Compact. Anny B. Bow-

ers, New York, N. Y. 1,842,261. Closure for Bottles, Jars, and the Like. Charles B. Garwood, Linthicum Heights, Md., assignor to Carr-Lowrey Glass Co., Baltimore, Md.

1,842,309. Cap for Containers. Edward F. Borro, Totowa Borough, N. J., assignor to Mack Molding Co., Wayne, N. J., a Corporation of New Jersey. 1,842,442. Cosmetic Compact. Butler Ames, Lowell,

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1,842,674. Storing and Dispensing Container and Cap Therefor. Clarence M. Jones, Tulsa, Okla., assignor of three-eighths to Brent F. Cahoon, three-eighths nor of three-eighths to Brent F. Cahoon, three-eighths to Leo Steinberg, one-sixteenth to Edward L. Stevens, and one-sixteenth to Nancy Myers Leake, Tulsa, Okla. 1.842,738, 1.842,739. Compressed Air Soap. Adolf Welter, Krefeld-Rheinhafen, Germany. 1,843,128. Closure for Apertured Receptacles. William A. Healy, Detroit, Mich., assignor to Standard Tube and Manufacturing Company, Detroit, Mich., a Corporation of Michigan.

Corporation of Michigan.

1,842,559. Cap for Tubes. Edward L. Hornsey, Boston, Mass.

1,842,699. Closure for Containers. Albert E Sierad, New York, N. Y., assignor to George W. Button Cor-poration, New York, N. Y., a Corporation of New York.

Geranium Oil Exports, Madagascar, Higher in 1931

Owing to extended geranium plant cultivation in Madagascar in 1930, exports of geranium oil during the first quarter of 1931 totaled 3,533 kilos, which was more than had been exported during the entire six preceding years. Shipments of ylang ylang oil amounted to 3,800 kilos and oil of clove 18,700 kilos.—(Consul John S. Richardson, Jr., Tananarive).

A.M.T.A. Research Committee Report

FORMATION of a national institute in the perfume and cosmetic industry is urged by the committee on research department of American Manufacturers of Toilet Articles in a survey to determine the more pressing technical problems of the industry.

"Many of the foremost figures in the perfume and cosmetic field have expressed the opinion that such an institute would have great possibilities of benefit for this industry," says the committee, composed of John A. Handy of the Larkin Co Inc., Buffalo, and Prof. Marston T. Bogert and David Davidson of the Department of Chemistry, Columbia University. Tasks for the institute are outlined as follows:

"The study of those economic problems which concern the financial welfare of the industry; the provision of adequately supported scientific laboratories for the prosecution of important research problems; the publication of an 'odorographia,' or 'osmopeia,' which should occupy a position in the perfume field similar to that now held by the pharmacopeia in medicine; and the issuance from time to time of reports, monographs, etc., of interest and importance.

"Containers-These problems concern the action of the contents upon the substance of the container, the permeability of the latter to light, etc.

"Fats, Oils, etc .- How creams can be kept from drying and whether or not the human skin absorbs cold cream better than it does liquefying cleansing cream are questions not yet answered satisfactorily. Other troublesome problems will also be considered.

"Emulsifying Agents-Considerable difficulty is experienced in determining which of these agents are preferable, why, and when. A study of such agents with reference to their composition would be helpful.

"Coloring Matters-A survey of available colors, with data concerning their pharmacological effects, is

"Perfumes-Additional research is needed to determine the pharmacological action of perfume compounds and other matters.

"Powders-The methods in vogue for rapidly distributing a color or odor throughout a powder are still far from being satisfactory. An adequate monograph on tale would be welcome, so that the trade would be informed that certain varieties may contain mica, which will cut the skin.

"Lotions-How to hinder the separation of a hand lotion made with quince seed or Irish moss is a problem confronting some manufacturers.

"Depilatories-Such questions as the avoidance of objectionable odor and causticity in sulfide depilatories and the discovery of satisfactory substitutes for sulfides in depilatories are still unanswered.

"Lip Sticks-The industry would like to know how to avoid the bronzy appearance of sticks containing certain dyes, for example, eosin or fuchsin, and to prevent the sweating of lip sticks and lip salves.

"Nail Polishes-A desire has been expressed for more good low-boiling odorless solvents like cellosolve methyl ether."

Reports on Markets and Crops

Floral Crops in Southern France

RASSE, February 7.—The depression that characterized our market for the greater part of last year would seem to be abating. Since the beginning of 1932 the whole outlook is a little better. The general trend seems better directed and altogether a certain revival in activity is indicated.

However, there still seems to be nothing to warrant a very optimistic judgment of the situation. To be sure, it is emphasized that the prices on our raw materials have fallen below cost, that stocks are slowly but surely becoming depleted and that the forthcoming crops will be still further curtailed because of the fact that the plantings are no longer receiving the care that it is essential to bestow upon them. Be these arguments worth what they may, the fact remains that for the time being it is preferable to forbear from making long-term forecasts.

Furthermore it should not be forgotten that every year at this time our raw materials get the benefit



VIEW OF VILLAGE OF LA ROQUETTE IN THE FLOWER FIELDS

of a seasonal resumption of activity, due to replenishment of supplies by the large buyers. Therefore for a while we may look forward to the continuance of the forced movement of business, although it is not possible to discern any wide revival on the horizon, unless there should be a sudden change in the world situation.

Our market is in a particularly favorable position to facilitate this revival whenever it may occur. The buyers on their part may never again have such exceptional conditions, prices being really at their rock-bottom level. With the rose at 1.25 fr. per kilo, the jasmin at 5.50 frs., lavender at 50 centimes and the other flowers in proportion, the producers are no longer able to hold up and they are already demanding of other crops a yield more commensurate with their labor and their risks.

From the point of view of the weather and of agriculture, January was one of the nicest months of the winter for our region. The sky has rarely been overcast and most of the time has been exceptionally

(Continued on Page 717)

New York Market Report

CONDITIONS in the essential oil market have been measurably better during the last few weeks. January was a rather slow month due to inventories and other year-end operations, but February opened with a fair volume of orders and a large number of inquiries some of which have resulted in actual business. Most of the orders have been for small quantities and the total volume of business in dollars has been small owing to the extreme low prices prevailing on almost all materials on the list. However, sentiment in the market has improved and makers and importers anticipate a fair volume during the Spring, although admitting that dollar value is likely to be below that of last year.

Floral products show almost no change with buyers apparently little interested despite low prices. The citrus group has been livelier, both on account of the "Four for Three" offer of California producers of lemon oil and also on account of the determined effort on the part of Italy to bring about an advance in price on this oil. Prices for import have advanced fully 25 per cent with all shippers taking part in the movement. Prices on spot are also higher although a sharp rise has been hampered by the position of domestic oil. Reports seem to indicate that there is no great amount of really high grade lemon oil available in Messina. Orange is just about steady. Lime is somewhat lower.

Domestic oils show little change from last month. Seed and spice oils are irregular with average prices a shade below the levels of January. Other items are quiet with the exception of anise and cassia which have been disturbed by war news and rumors from China, and Bourbon geranium which may have been affected by the storm which swept the islands early in the month.

Derivatives and Synthetics

Aside from firmness in anethol, anisic aldehyde and other derivatives of anise oil, there is nothing to report on prices in this section of the market. The volume of inquiries and orders coming through is about normal for the season and distinctly better than in December and January. Prices have held well excepting on a few of the bulk items in which competition has been exceptionally keen.

Vanilla Beans

While the local market for Bourbon beans has not been disturbed to any extent by the reports of a storm which swept the islands early this month, importers believe that later firmness may result depending on the extent of damage to held stocks there. Supplies here are ample and France also has large stocks. Mexicans are steady.

Crude Drugs and Sundries

The market has been very quiet and in general prices are susceptible to shading. Quotations on quinine have been advanced 4c per ounce bringing them level with prices in other parts of the world. This follows affiliation of the leading independent producer with the Kina Bureau monopoly group.

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

,		Luces	or soul section to		01 00	ap materials	
ESSENTIAL	OILS		Guaiac (Wood)	2.85@		Thuja 1.756	(a)
			Hemlock	.90@	1.00	Thyme, red	
Almond Bitter, per lb.		\$2.40	Hops(oz.)			White	
S. P. A	2.50@	2.75	Horsemint	4.25@		Valerian 8.000	
Sweet True	.48@	.55	Hyssop			Verbena 3.756	
Apricot Kernel	.30@	.35	Juniper Berries	1.60@	2.00	Vetivert, Bourbon 4.750	
Amber, crude	.24@	.30	Juniper Wood	.60@	.62		
rectified	.50@	.60	I amper wood		.02	Java 10.000 East Indian 30.000	
Ambrette, oz	46.00@		Laurel			****	
Amyris balsamifera	2.20@	2.80	Lavender, English				
Angelica	22.00@	35.00	French	2.20@	3.50	Wintergreen, Southern 4.000	
Anise, U. S. P	.46@	.50	Lemon, Italian	1.20@	1.45	Penn. & Conn 7.750	
Araucaria	1.75@	1.85	Calif.	1.05@	1.15	Wormseed 2.150	
Aspic (spike) Spanish	.55@	.65	Lemongrass	.46@	.55	Wormwood 4.20	
			Limes, distilled	7.25@	9.00	Ylang-Ylang, Manila. 25.000	@ 32.00
French	.70@	.90	expressed	11.25@	13.00	Bourbon 5.25	@ 9.00
Balsam Peru	6.00@		Linaloe	1.90@	2.20	TERPENELESS OIL	o.
Balsam, Tolu, per oz.	4.25@		Lovage			IERPENELESS UIL	5
Basil	50.00@		Mace, distilled		1.00	Bay 5.25	@ 5.75
Bay	1.95@	2.15	Mandania		1.20	Bergamot 8.000	
Bergamot	1.95@	2.40	Mandarin	4.75@	7.50	Clove 4.000	fee acces
Birch, sweet N. C	1.85@	2.10	Marjoram			Coriander 20.00	
Penn. and Conn	2.50@	3.50	Melissa	5.00@			
Birchtar, crude	.15@	0.00	Mirbane	.15@			@ 12.50
Birchtar, rectified	.50@	.55	Mustard, genuine		12.00		
			artificial	1.60@	1.85	Lemon 7.75	
Bois de Rose	.65@	1.30	Myrrh	10.00@		Lime, Ex 65.00	(a)
Cade, U. S. P	.30@	.35	Myrtle			Orange, Sweet 78.00	@ 90.00
Cajeput	.60@	1.10	Neroli, Bigarade, pure		215.00	bitter 90.00	@115.00
Calamus	3.00@		Petale, extra			Petitgrain 5.00	@ 6.00
Camphor "white"	.18@	.23	Niaouli	3.45@	210.00	Rosemary 2.50	@ 3.75
sassafrassy	.23@	.25	Nutmeg		1.40	Sage, Clary 90.00	(a)
Cananga, Java native	1.80@	2.00		1.20@	1.40	Vetivert, Java 35.00	(a)
rectified	2.15@	2.40	Olibanum	6.50@	0.00	Ylang-Ylang 28.00	@ 35.00
Caraway	1.65@	1.75	Orange, bitter	2.20@	3.00		de agies
Cardamom, Ceylon	20.00@	30.00	sweet, W. Indian	1.65@	2.15	OLEO-RESINS	
Cascarilla		00.00	Italian	1.75@	2.20	Benzoin 2.50	@ 5.00
	65.00@		Spanish	2.65@	2.75	Capsicum, U. S. P.	0.00
Cassia, 80@85 per cent	.85@	1 10	Calif. exp	1.90@	2.05		0 2 00
rectified. U. S. P	1.20@	1.40	dist	.90@	1.00	VIII 3.10	
Cedar leaf	1.00@	1.15	Origanum, Spanish	1.45@		Alcoholic 3.50	
Cedar wood	.35@	.40	Orris root, con. (oz.).	6.25@	8.00	Cubeb 3.25	de c
Cedrat	4.15@		Orris root, abs. (oz.).	70.00@	90.00	Ginger, U. S. P. VIII 3.00	V
Celery	7.25@	. 8.50	Orris Liquid		25.00	Alcoholie 3.25	
Chamomile (oz.)	3.50@	5.00	Parsley		9.25	Malefern 1.45	
Cherry laurel	12.00@		Patchouli	4.50@	5.00	Cak Moss 6.00	@ 15.00
Cinnamon, Ceylon	8.00@	13.50	Pennyroyal, American	1.85@	2.15	Olibanum 3.25	(a)
Cinnamon, Leaf	2.25@		French	1.15@	MIL LU	Orris 17.00	@ 28.00
Citronella, Ceylon	.39@	.45	Pepper, black	9.00@		Patchouli 16,50	@ 18.00
Java	.58@	.63			1.60	Pepper, black 4.00	@ 4.60
Cloves Zanzibar	1.20@	1.35	Peppermint, natural	1.35@	1.60	Sandalwood 16.00	
Cognae		28.00	redistilled	1.60@	1.70	Vanilla 6.75	
Copaiba	.63@	.70	Petitgrain	1.10@	1.45		
Coriander	4.40@	4.75	French	2.10@	2.60	DERIVATIVES AN	D
			Pimento	1.60@	2.00	CHEMICALS	
Croton Cuboba	3.85@	4.00	Pine cones	3.00@			
Cubebs	2.85@	3.10	Pine needle, Siberia	.64@	.70	Acetaldehyde 50% 2.00	(a)
Cumin	7.25@	7.75	Pinus Sylvestris	2.00@	2.15	Acetophenone 3.15	@ 3.50
Curacao peels	5.25@		Pumilionis	2.20@		Acetyl Iso-eugenol 9.00	(a)
Curcuma	3.00@		Rhodium, imitation	2.00@	4.50	Alcohol C 8 20.00	@ 40.00
Cypress	4.35@	4.75	Rose, Bulgaria. (03.)	6.00@		C 9 40.00	@ 70.00
Dillseed	3.15@	3.40	Rosemary, French	.45@	.55	C 10 30.00	@ 50.00
Elemi	1.45@	0.20	Spanish		.43	C 11 35,00	
Erigeron		1.25	Rue	3.15@	1.815	C 12 25,00	
Estragon		1.20	Sago			Aldehyde C S 50.00	@
Eucalyptus		.38	Sage, Clary	22.00@			@125.00
Fennel Sweet					01.00		@ 82.00
Fennel, Sweet	1.15@	1.30	Sandalwood, East In-		9.00		
Galbanum	25.00@		dia	7.50@	8.00		@ 75.00
Galangal	24.00@		Australia	5.90@			@105.00
Geranium, Rose,			Sassafras, natural	1.15@	1.85		@ 35.00
Algerian		4.40	artificia!	.29@	.34		@ 40.00
Bourbon	3.90@	4.25	Savin, French	2.20@	2.55	Amyl Acetate85	
Spanish			Snake Root	9.25@		Amyl Butyrate 1.40	
Turkish	2.30@	2.60	Spearmint	1.35@	1.50	Amyl Cinnamate 2.50	(a)
Ginger	4.40@	4.75	Spruce	.90@	1.00	Amyl Cinnamic Alde-	
Gingergrass	3.00@	3.15	Styrax	12.00@		hyde 4.25	@ 6.00
Grape Fruit	3.40@	3.70	Tansy	2.30@		Amyl Formate 1.75	
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Amyl Phenyl Acetate	5.00@	5.75	Methyl Anthranilate.	2.50@	3.00	Beeswax, white	.40@	.45
Amyl Salicylate	1.15@		Methyl Benzoate	1.85@	2.25	Yellow	.22@	.30
Amyl Valerate	2.50@		Methyl Cinnamate	3.00@		Bismuth sub-nitrate		1.40
Anethol	1.20@	2.00	Methyl Eugenol	3.80@		Boric acid, ton1	65.00@17	5.00
Anisic Aldehyde	3.35@		Methyl Heptenone	3.75@		Calamine	.16@	.20
Benzaldehyde, U.S.P	1.45@		Methyl Heptine Carb.		36.00	Calcium, phosphate	.08@ .0	0834
F. F. C	1.55@	1.90	Methyl Iso-eugenol		12.50	Phosphate, tri-basic	.13@	.15
Benzophenone	2.40@	4.50	Methyl Octine Carb		32.00		.03 % @	.04
Benzylidenacetone	2.50@	4.00	Methyl Paracresol	4.65@		Camphor	.53@	.65
Benzyl Acetate	.70@	.85	Methyl Phenylacetate.	4.65@		Cardamon seed	.65@	
Benzyl Alcohol	1.05@	2.00	Methyl Salicylate	.42@			20.00@	
Benzyl Benzoate	1.05@	2.00	Musk Ambrette	6.50@	7.50		.031/2@	061/2
Benzyl Butyrate	5.50@	6.25	Ketone	7.50@	9.50	Cherry laurel water,	4.05.0	
Benzyl Cinnamate	7.00@	9.00	Xylene	2.50@	3.00	gal.	1.25@	
Benzyl Formate	3.35@	3.60	Nerolin (ethyl ester)	1.50@	1.75	Citric acid	.35@	.40
		27.00	Nonyl Acetate	48.00@		Civet, ounce	3.75@	4.50
Benzyl Propionate	2.00@	5.50	Octyl Acetate	32.00@	,	Cocoa butter	.18@	.20
Borneol	1.60@	2.25	Paracresol Acetate	5.25@	6.00	Clay, colloidal	.03@ .	$03\frac{1}{2}$
Bornyl Acetate	1.75@	8.00	Paracresol Methyl	31236	0.00	Formaldehyde	.07@	
Bromstyrol	4.00@	5.00	Ether	7.00@	8.00	Fuller's Earth, ton	16.00@	30.00
Butyl Acetate	.60@		Paracresol Phenyl	63		Formic acid	.12@	.16
Butyl Propionate	2.00@		Acetate	14.00@	20.00	Fatty Acids (See Soap	Sec.)	
Butyraldehyde	12.00@		Phenylacetaldehyde			Guarana	.90@	2.00
Carvene	1.15@		50%	5.00@	7.00	Gum Arabic, white	.20@	.22
Carvol	3.75@	4.25	100%		10.50	amber	.091/2@	.12
Cinnamic Acid	4.00@		Phenylacetic Acid	3.00@	4.00	Gum Benzoin, Siam	1.30@	1.50
Cinnamic Alcohol .	2.85@	3.50	Phenylethyl Acetate		12.50	Sumatra	.40@	.45
Cinnamic Aldehyde	2.75@	4.25	Phenylethyl Alcohol.		4.75	Gum galbanum	1.05@	1.15
Cinnamyl Acetate	10.00@	12.00	Phenylethyl Butyrate			Gum myrrh	.25@	.40
Cinnamyl Butyrate		14.00	Phenylethyl Formate			Henna, powd	.14@	.28
Cinnamyl Formate	13.00@		Phenylethyl Propio			Hydrogen peroxide	.05@	.08
Citral C. P	2.60@	3.00	nate			Kaolin	.06@	.08
Citronellol	2.65@	3.25	Phenylethyl Valerate			Labdanum		5.50
Citronellal	2.85@	3.25	Phenylpropyl Acetate		14.00	Lanolin, hydrous	and the second	.20
Citronellyl Acetate	4.50@	8.00	Phenylpropyl Alcohol			anhydrous		.23
Coumarin	4.00@		Phenylpropyl Alde-			Lavender flowers		.55
Cuminic Aldehyde	62.00@		hyde	. 12.00@			~ ~	
Dibutylphthalate	.30@	.36	Rhodinol	. 8.00@	20.00	Magnesium, Carbonate		.09
Diethylphthalate	.32@	.37		-		Stearate		.30
Dimethyl Anthranilate	6.25@	7.00	Safrol		.36	Sulfate		.03
Dimethyl Hydroqui-			Santalyl Acetate			Musk, ounce		
none	4.00@	6.00	Skatol, C. P (oz.			Oils, vegetable (See S		
Dimethylphthalate	.50@	.60	Styralyl Acetate			Olibanum, tears		.35
Diphenylmathane	1.75@	2.45	Styralyl Alcohol	-		siftings		.16
Diphenyloxide			Terpineol, C. P			Orange flower water		
Ethyl Acetate	.30@	.50	Terpinyl Acetate			gal		1.00
Ethyl Anthranilate	5.50@	6.00	Thymene			Orange flowers		1.00
Ethyl Benzoate			Thymol	. 1.90@	2.75	Orris root, powd		.75
Ethyl Butyrate			Vanillin (clove oil).	. 5.15@	6.00	Paraffin		.05
Ethyl Cinnamate			(guaiacol)	. 4.65@	5.25	Patchouli leaves		.75
Ethyl Formate		1.25	Vetiveryl Acetate	. 21.00@	25,00	Petrolatum, white		.101/2
Ethyl Propionate		2.50	Violet Ketone Alpha.	. 5.00@	10.00	Phenol		.20
Ethyl Salicylate		2.50	Beta	. 5.50@	8.00	Potassium, carbonate		.16
Ethyl Vanillin		20.00	Methyl	. 5.25@	8.00	Hydroxide (See So		1.95
Eucalyptol		1.00	Yara Yara (meth)	vl		Quince seed		$\frac{1.35}{1.65}$
Eugenol		4.00	ester)	# W + 30 m	1.75	Reseda flowers Rhubarb root, powd.		.50
Geraniol, dom	2.00@	6.00				Rice starch	12@	.15
Geranyl Acetate			BEAN	S		Rose leaves, red		
Geranyl Butyrate		10.00	Tonka Beans, Para	. 1.006	1.25	pale		
Geranyl Formate		10.00	Angostura					.00
Heliotropin, dom	-		Vanilla Beans	2.000	20.00	Salicylic acid		.45
	O NO O		** *	9 750	= = 00			
Hydratropic Aldehyd			Mexican, whole Mexican, cut					
Hydroxycitronellal .								
-								
Indol, C. P (oz.)			Bouth American .	2.00(0.00	Phosphate, tri-basi		
Iso-borneol			DRUGS AND S	SUNDRE	ES	Spermacetti		
Iso-butyl Acetate Iso-butyl Benzoate						Styrax		
			Acetone			Sulfur, precip.		
Iso-butyl Salicylate.			Alcohol, 130 proof, ga			Tartaric acid		
Iso-eugenol			Almond meat			Titanium oxide		
Iso-safrol			Alum, potash			Tragacanth, No. 1		
Linalool						Triethanolamine		
Linalyl Acetate 90%			and the Contract of the Contra		a Nom.	Venice turpentine, ga	130@	
Linalyl Benzoate	. 10.50@	0	Balsam, Copaiba	246	.30	Vetivert root	30@	
Linalyl Formate	. 10.00@	12.00	Peru	4 48 .			95@	
Menthol, Japan			Tolu	1.106	0 1.35	Zinc, Peroxide		
Synthetic					@ 12.50	Oxide		
Methyl Acetophenone								
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Floral Crops in Southern France

(Continued from Page 714)

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clear, while the temperature has remained quite high, since the thermometer has recorded 61° F. above in the shade. The minimum never went below zero and the mean temperature of 50° F. above will doubtless be that for the whole month.

At this time of the year many perfume plants are at almost complete rest. Of the plants of the season, the jonquil has a good appearance, is lengthening its leaves and is getting the benefit of the sunny days so as to start budding; the first buds are just about jutting out from the earth.

Details on Important Crops

The mimosas are greatly benefiting from the humid evenings following in the wake of the warm days. The opening of the buds, which had slackened in December, will bring a complete blooming in February, and it is only at the end of this month that people will think of bringing some quantities to the factories.

The Parma violet seems likely to give only a very slight crop, which furthermore will be absorbed very readily by the confectionery trade and by the trade in bouquet flowers. The perfumery trade uses only a small quantity, some factories still treating this flower by hot-process enfleurage.

The Victoria violet, more used in perfumery, can be disposed of more easily at this time for sale in bouquets, too easily for the perfumery trade to think of receiving any. It will be supplied to our factories only later, when the temperature will no longer be suitable for the shipment of this flower to foreign markets.

In many rose plantations in the Eastern part of Grasse the bushes are in excellent condition and have been plowed and fertilized. There has been haste to pursue the bedding of the stalks so as to finish this work before budding time. In the environs of Grasse the work on this is behind

On jasmin, the winter work is more or less advanced according as the landowners are more or less concerned about preserving their plantations from the rigors of too severe a winter or from the frosts that we often suffer in February and March. Furthermore some jasmin patches are in a deplorable condition denoting a complete abandonment of this crop.

From the point of view of prices, we believe that the present prices of domestic oils and of flower products cannot go any lower and that the present limits take into account, to a greater extent than necessary, the situation that has been brought about in our market by the general business depression. Many flowers or aromatic herbs are at pre-war prices (jasmin was bought at 4.50 frs. per kilo in 1911, and 1.30 frs. was the price per kilo for the rose in 1912) and manufactured products have been brought back in the same proportions. Some rare oils, such as clary sage, neroli and petit-grain which even a year ago as a result of exceptional circumstances held firm at extremely high and prohibitive prices, have since declined considerably and are now in line with other oils.

Arbitration for London Contracts

THE American Arbitration Association has announced the opening of an arbitration service on contracts between parties in New York and London, and plans for the extension of this service to other foreign countries.

Parties to an arbitration agreement desiring to avail themselves of this Service are advised to observe the following suggestions:

1. If the parties are in agreement, when drawing the commercial contract, that the arbitration, if such later becomes necessary, shall take place in New York, the following clause should be inserted in the contract at the time of its making:

"Any controversy or claim arising out of or in connection with or relating to this contract or the breach thereof shall be settled by arbitration. The arbitration shall be held in New York (or wherever in the United States jurisdiction may be obtained over the parties) and shall be conducted in accordance with the arbitration rules, then obtaining, of the American Arbitration Association and judgment upon the award rendered may be entered in the United States in the highest court of the forum, state or federal, having jurisdiction."

2. If the parties are in agreement, when drawing the commercial contract, that the arbitration shall take place in London, the following clause should be inserted in the contract at the time of its making:

"Any controversy or claim arising out of or in connection with or relating to this contract or the breach thereof shall be settled by arbitration, to be held in London and conducted in accordance with the arbitration rules, for the time being, of the American Chamber of Commerce in London and in accordance with the Arbitration Act 1889 or any statutory modification thereof."

3. When a business man intends to include an arbitration clause in a standard contract form (such as printed sales or purchase order forms) and the place where the arbitration is to be held is not ascertainable until such contracts are actually executed, it is suggested that both clauses be printed thereon and that the one referring to the place where the arbitration is not to be held be cancelled by crossing it out.

4. When a clause specifically designating either New York or London is included in a contract, a change of venue as to the place where the arbitration is to be held may be made only upon the mutual written agreement of the parties which (in the case of an American arbitration) is to be executed by them in the same manner as the original contract.

London Hairdressing Exposition Successful

The International Hairdressing Exposition recently held in London met with substantial success in spite of trade conditions. No doubt this was due to the many improvements in this year's show. There was a far larger number of exhibits, toilet articles being mainly responsible for the increase, and the exposition was attended by many more trade visitors than in previous years, with the result that substantial orders were booked.

Oap Industry Section

Neutralizing of Fats and Oils of a High Preparation and Properties of Highly **Fatty Acid Content**

THE following claims are made in German Reichs Patent 522,973, Jan. 17, 1930, issued to Metall-Gesellschaft A.G., Frankfurt a/Main.

Patent Claims: 1. A process for the neutralizing of fats and oils of a high fatty acid content, by means of alkalis in water solution, characterized by the fact that the neutral oil retained in the soap stock is regained in a manner which, per se, is already known, and is added to other oils of high fatty acid content, whereupon the mixture so obtained of a medium fatty acid content is likewise neutralized with caustic alkalis, while the resulting soapstock is treated in the same fashion.

2. A variation of the process according to Claim 1, characterized by the fact that after the process has been repeated several times, the finally resulting soapstock is removed for the purpose of separating out the accumulated foreign and slimy materials and dirt, without getting the neutral oil out of the neutralizing process, in connection with which the quantity of soapstock is kept down to a suitable amount.

3. A process according to Claim 1, characterized by the fact that in the regaining of the neutral oil from the soap, the alcohol, diluted with water, is first added to the soap, in the already known manner.

4. A process according to Claims 1 to 3, characterized by the fact that the distilling off of the alcohol from the soap is effected in the presence of excess caustic alkali.-Seifensieder-Zeitung, Vol. 58, No. 35, 1931, pp. 581-2.

Protests on Toilet Soaps

In protests 510790-G, etc. and 370327-G, etc. of the Julius Anghel et al, and Neuman & Schwiers Co., Inc. et al. both of New York, respectively, the classification of toilet soaps was protested. In the former instance, merchandise invoiced as "Elida powdered soap, perfumed," was classified at 75 per cent ad valorem under paragraph 61 of the Tariff Act of 1930. This was claimed to be dutiable as toilet soap at 30 per cent under paragraph 80. In T. D. 18660, Justice J. Mc-Clelland upheld the protest.

In the other instance, the protests covered toilet soap apparently entered under the Tariff acts of 1922 and 1930 and assessed at 30 per cent ad valorem. Justice J. McClelland, in T. D. 18661, according to the

Purified Oleic Acid

H. SKELLON (J.S.C.I., 1931, 50, 131—134T) . states that existing methods of preparation of pure oleic acid have been investigated and two modified processes formulated, by which a highly purified oleic acid can be obtained from the crude acids of olive oil. One of these methods is based on Twitchell's lead saltalcohol process and a modification of the method of Armstrong and Hilditch. The crude acids from olive oil are treated with sufficient lead acetate to combine with 23.5 per cent of total fatty acids in a volume of 8 times their weight of boiling alcohol, which results in a quantitative separation of solid from liquid lead salts. The recovered liquid acids, dissolved in 5 times their weight of absolute alcohol, are neutralized with a boiling solution of lithium hydroxide containing 0.15 g. of base per gram of acid. The lithium salts are separated, dried, and recrystallized from a solution in 4 times their weight of alcohol. The recovered acid is further purified by fractional distillation of the methyl ester in a vacuum. In the second method the liquid acids obtained by the above modified Twitchell process are converted into barium salts, in a solution of 12 times their weight of moist benzene and ethyl alcohol. The solution is quickly cooled, and the crystallized barium oleate is further purified from a mixture of 3 times its weight of moist benzene and alcohol. The properties of highly purified oleic acid have been investigated and criteria of purity established .- J.S.C.I., Vol. 50, No. 26, 1931, p. 595.

Protest Duty on Toilet Soap

In protest 519299-G, Batjer & Co., New York claimed that merchandise classified as toilet soap at 30 per cent ad valorem under paragraph 80 of the Tariff Act of 1930 be returned for duty at 15 per cent under the provisions in the same paragraph for "all other soapnot specially provided for."

Justice J. McClelland, in accordance with stipulation of counsel and on the authority of Abstract 160040 upheld the claim in T. D. 18898.

stipulation that the toilet soap in question was similar in all material respects to that of the subject of De Jong v. United States, (T. D. 44931) held the soap dutiable at 15 per cent under paragraph 82 of the Tariff Act of 1922, or paragraph 80, of the Tariff Act of 1930 as claimed.

Soap Preservatives and Their Action

Keeping Qualities of Soaps Effected by Oxidizing Agents; Necessary Requirements of a Good Preservative and Discussion of Several

In order to increase the keeping qualities of soaps several different substances have been suggested from time to time as suitable agents for this purpose, especially those designed to inhibit oxidation and the formation of oxyacids, for it has been realized that oxidation plays an important part in the deterioration of soap. Also antiseptic agents are sometimes used, for these serve the double purpose of improving the medicinal qualities of the soap, where they are required for medicinal purposes, and also their keeping qualities.

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As Oskar Hagen has recently pointed out in a series of articles in the Seifens. Zeit. oxidation in a soap is largely increased and accelerated by catalytic action and also by ultraviolet rays. It is true that light in the normal course of things does not cause oxidation, but rather acts as a reducing agent; but there are exceptions, such as the oxidation of hydriodic acid with separation of iodine, on which Bering and Meyer's method of measuring the strength of ultraviolet rays is based. As injurious catalysts for soap we have in the first place copper, then iron, cobalt, nickel, lead, and tin, also certain kinds of micro-organisms, the exact type or nature of which has not been determined by micro-biologists. They seem to act as a kind of "living catalyst," and indeed there is a close relation or analogy between catalytic and enzymic or micro-biological action in regard to oxidation. Therefore, it is necessary to add to the soap suitable agents that will combine with the free oxygen, thus preventing the formation of oxyacids, and at the same time themselves form perfectly innocuous oxidation products. And since these agents appear to weaken or prevent catalytic action they have been called anti-catalysts or negative catalysts.

Purely antiseptic substances will of course kill the living catalysts and thus completely inhibit their action, but they cannot do this with metallic catalysts, for the reducing agents in both cases only afford protection so long as they are not completely used up or oxidized by the oxygen present. It is thus not possible to extend indefinitely the keeping qualities of a soap, but a great deal has been gained if by these means the goodness of a soap can be preserved for some months longer than would otherwise be the case.

Requirements of a Preservative

In choosing a suitable preservative several desiderata have to be borne in mind: The substance or agent added must not affect the color or smell of the soap in a disagreeable manner, and more especially there must be no color reaction with the iron compounds almost invariably present. It must not make the soap hard and brittle, or reduce its lathering qualities. It should be perfectly harmless and non-volative colors.

tile, and not enter into combination with any constituent of the soap so that its oxygen absorbing properties are lost. It must be completely soluble in fat or lye, and prove very effective in small amounts; and of course its price must not be too high. All these requirements are no doubt perfectly obvious, but the obvious is often overlooked, and unfortunately the ideal agent which has just been described has not yet been discovered, and we have to be content with those which most nearly approximate thereto. In his work Hagen has thoroughly investigated the following substances; namely, borax, sodium hyposulphite (thiosulphate), sodium hydrosulphite, sodium sulphite, salicylic acid, sodium salicylate, benzoic acid, and sodium benzoate. A brief description of these follows with special reference to their soap-preserving properties.

Borax, Na₂B₄O₇.10H₂O.—This forms colorless transparent crystals, the surface of which is easily "weathered" in air. 100 parts of cold water (at O°C.) dissolve 2.6 parts borax, but 100 parts boiling water disolve 201.4 parts borax, forming an alkaline solution, slightly disinfectant, and yielding with ferric oxide salts a brown precipitate, and with ferrous oxide salts a clear precipitate which, owing to oxygen absorption, quickly becomes a dirty bluish-green color and ultimately brown. It can be used with the soap either in concentrated aqueous solution or as very fine powder stirred in with the soap mass, the latter being preferred, since, in solution, too much water will be added to the soap. It can be used in this way for cold process coconut oil soaps, to the extent of about 2.5 to 3.0 per cent reckoned on the total weight of finished soap. If this percentage seems rather high it must be remembered that about half at least will be water of crystallization, so that the actual borax content is not more than about 1.4 per cent. It is advisable to add a little potash to reduce the hardening effect of the borax on the soap, that is to say, saponify 30 per cent of the coconut oil with KOH and 70 per cent with NaOH. A white soap of good texture and lathering power is thus obtained, and one which has good keeping qualities, although borax, of course, is not a reducing agent; also it does not affect the smell of the soap.

Sodium hyposulphite (thiosulphate) Na₂S₂O₃.5H₂O. —One kilo of the dehydrated substance corresponds to 1.57 of the crystalline substance. The former is a white powder while the latter forms large, colorless, easily soluble crystals. . 100 parts water at 16° C. dissolve 102 parts and at 45° C. 171 parts of the thiosulphate crystals. The solution reacts meutral. With ferrous salts there is no change, but with ferric salts there is dark bluish violet coloration which in a short time merges into yellow and finally disappears. Owing to its high solubility the thiosulphate can be used

in cold saturated aqueous solution, thus ensuring more complete mixture and incorporation with the soap mass than can be done with a dry powder. If for any reason it is preferred to use powder then it must first be ground as finely as possible, but however finely ground it does not mix so well with the oil and lye as does borax, and the finished soap when cut often shows patches of free alkali which makes it quite unsalcable and useless. Moreover, the possibility of reaction between the thiosulphate and iron compounds present in coconut oil may easily cause trouble. Newly formed thiosulphate soap, for example, is a rather dirty grayish-green colored compound, and although this color nearly or entirely disappears after a few days' exposure to air and daylight, yet the final color of the soap is not as good as that of a borax soap. However, the thiosulphate has the advantage of being neutral. 3.14 per cent of the crystals, corresponding to 21 per cent of actual substance is sufficient to incorporate with the soap mass, and this does not affect the smell.

Sodium hydrosulphite, Na2S2O4.-This is a white moisture-free powder with a smell of sulphurous acid. It is a powerful reducing and bleaching agent soluble in ten times its own volume of cold water. If the dry powder is moistened with a little water and applied to blue litmus this changes to a red color which very soon disappears. The dissolved hydrosulphite is very sensitive to oxygen and air, and quickly loses in efficiency by oxidation. It does not react with ferrous salts, but with ferric chloride in excess it gives a dark reddish brown color which disappears on further addition of hydrosulphite. It is best incorporated in the soap by stirring in with a little water. Soft soaps or soap bases containing sodium hydrosulphite, even as little as 1 per cent, show a persistent, dark, bluish green color, and when fresh, smell rather strongly, owing to the formation of alkali sulphides or the extremely disagreeable hydrogen sulphide. These soaps turn black when a few drops of copper or lead solution are added, and similar discoloration is observed when attempting to bleach grain or curd soaps with it, but the greenish black color gradually disappears when salting out, etc., and the finished soap is, or should be quite white. With soft soaps this is not the case, for although the unpleasant smell of hydrogen sulphide eventually disappears the bluish-green color persists, so that the hydrosulphite is not recommended as a preservative for soft soaps.

Sodium Sulphite, Na2SO3.7H2O.-The hydrated salt, with water content of 50 per cent, forms colorless crystals which are soluble in four parts cold and one part hot water. The solution is odorless, with alkaline reaction, giving with ferric salts first a dark reddishbrown color finally changing to brown precipitate, and with ferrous salts a precipitate which is first white, then bluish-green, and finally brown if sufficient oxygen is present. The dehydrated finely ground salt mixed very well with coconut oil so that the finished soap does not contain any unduly large particles. Coconut oil soap with 2 per cent of the dehydrated sulphite is beautifully white; also its texture, lathering properties, etc., is perfectly satisfactory if 30 per cent of the coconut oil is saponified with potash and the other 70 per cent with soda. This ratio, with

slight deviations, may be regarded as normal for most soaps where the amount of sulphite incorporated is about 2 per cent. The reaction of soap thus treated is, of course, slightly alkaline.

Salicylic acid, C.H.OH.COOH .- This is in the form of white odorless, needle-like crystals readily soluble in 500 parts water at 15°C. and in 15 parts at 100°C., also in oils and fats. 100 parts of coconut oil, for example, at the ordinary temperature will take up about 1.5 parts of salicylic acid. The aqueous solution is not affected by ferrous salts, but ferric salts will color it bluish-violet or, in higher dilution, reddish-violet. It is a strong antiseptic, but its sodium salt is almost entirely inactive, and therefore its soaps have little extra stability, for the salicylic acid is converted during saponification into an inert alkaline salt; also owing to its above mentioned reaction with ferric salts and consequent discoloration, it is not suitable for use as a soap preservative. For similar reasons also sodium salicylate is not recommended.

Benzoic Acid, C.H. COOH .- This forms needle-like crystals or shiny silk-like flakes or leaves, and must be kept from light, otherwise it is quickly discolored. 1 part benzoic acid dissolves in 500 parts water at 10°C. The solution has a slightly acid reaction, and is not affected by ferrous salts, but with ferric salts it gives a clear orange-colored precipitate. It is easily soluble in oils and fats. It prevents fermentation and other deterioration by micro-organisms and is as strongly antiseptic as salicylic acid, and its sodium salt, unlike sodium salicylate, is equally effective. Sodium benzoate is therefore the most convenient form in which to use it. This is a white odorless powder easily soluble in water, giving the same reactions with iron salts as benzoic acid. Soaps containing it are neutral, provided there is no excess soda or potash.

The most suitable soap for test, from the point of view of conservation, is a coconut oil soap which must be carefully made up with pure coconut oil with an iron content of not more than 1.7 mg. per kilogram. The lye used must be clear and water-white soda and potash, perfectly free from iron, chlorine, and other impurities. The preservative must be added at the right stage, usually to the boiling soap mass before fitting and finishing off. In carrying out the tests the methods used by Wittka (Seifens. Zeit. 1927, 740 and 795) cannot very well be bettered, and a brief summary of his procedure is herewith appended.

The soap samples were subjected to three series of tests: (a) with light, preferably direct sunlight; (b) without light; and (c) copper-contaminated, with and without daylight. A combination of catalytic action by copper and exposure to the ultraviolet rays of direct sunlight would of course greatly accelerate the deterioration of the soap, in the absence of preservatives. Owing to the irregular supply of sunlight it is better to use a mercury-quartz u.v. lamp, as by this means a definite and measurable source of supply of ultraviolet radiation may be secured. By this means it was possible considerably to shorten the time required for experiment, and results could be obtained in an hour or two which otherwise, if dependent on the vagaries of natural sunlight, would take several weeks. It is not necessary to give here any detailed

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Preparation of Soaps Containing Colloid Sulphur*

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Soaps with a sulphur content are known and in widespread use under the name of sulphur soaps. Their principal field of application is for curative purposes, in connection, for example, with blackheads, seborrhea oleosa, acne vulgaris, parasitic skin diseases, and the like. The sulphur is generally brought into these soaps as precipitated sulphur during the pounding process. It is already known that the therapeutic effects of the sulphur are to a remarkable extent enhanced and multiplied if, instead of precipitated sulphur, colloid sulphur is used. These potent effects, unobtainable with ordinary sulphur, are caused by reason of the broader surface and greater absorptive power occasioned by the greater dispersion.

It has been found of special help not merely to wash with such sulphur soaps in the ordinary way, but to beat same into a foam, apply the foam to the parts of the skin needing treatment and to let it dry there. In this way something like a permanent result is obtained. Consequently, with the hand, or with a dampened brush, or the like, as thick a foam is beaten as can be gotten and allowed to stand for a while until it thickens into a paste, a salve, a syrup or the like, and then, without rubbing, it is applied to the skin to be treated, at night preferably, so that the foam may have time in which to dry upon the skin, being kept on through the night.

In order to be able to perform such a cure with sulphur soaps, it is necessary to use a soap which, on the one hand, contains sulphur in as dispersed a form as possible, i.e., as a colloid, and, on the other, gives a satisfactory finely porous, lasting foam, despite its heterogeneous composition. By the invention this is achieved by means of a soap which is the result of a soap made the familiar way, treated at any point in the process with colloidal sulphur, and to which are added, by way of protecting colloids, natural unburnt limes, particularly fresh-water limes and tufa rocks occurring in diluvia.

The organic substances contained in these limes are known to possess curative value and to contain ingredients that are particularly valuable for dermatological purposes. These act as protecting colloids upon the colloidal sulphur and permit distribution of the latter until reabsorbed through the skin. By the nature of the case, the therapeutic action of such a soap may be varied by adding divers substances; thus, to these soaps it is possible to add volatile sulphur-containing oils, for instance the kind obtainable commercially under the name of ichthyol, without fear of causing precipitation reciprocal separation, or the like.

The remarkable property of this organic matter which is found in fresh-water lime and in tufa rocks, in point of foam producing capacity, is evident from the following comparative tables. In table A are given foam-formation figures for soaps with no fresh-water lime or tufa rock added, and in table B foam-formation figures for the same soaps with fresh-water lime added that contains some 21.54 per cent organic matter.

This shows that, for example, after twenty-four

hours' time the foam figures on the soap manufactured in accordance with the invention are over four times

											W	No fresh- ater lime tufa rock	В.	Fresh-water
After	3	min.										28.5		41.6
	10	min		 								18.8		36.1
		min										14.6		27.1
	24	hrs		 . ,	,		×	*	÷	ė.		5		21.8

as great as for the same soap without fresh-water lime and tufa rock.

Such soaps are obtained by the patent in the following manner: 1. 1000 gr. of coconut oil of the best grade, to which 300 gr. of fresh-water lime (ground extremely fine and made into a paste) has been added and stirred cold, is saponified cold with 525 gr. of a caustic soda solution of 38° Bé. mixed with 250 gr. of colloidal sulphur solution. The colloid sulphur solution used contains approximately 50 per cent colloid sulphur in solid form. 2. The same working process is followed as above, but that 200 gr. of fresh-water lime and 10 per cent of liquid colloid sulphur are used.

Patent Claim: Process for the manufacture of colloid-sulphur-containing soaps, with the addition, if desired, of further therapeutically active materials, characterized by the fact that to a soap made any way desired naturally occurring fresh-water limes, tufa rocks, or the like, are added.—Seifensieder-Zeitung, 1931, No. 3, p. 33.

Soap Preservatives and Their Action

(Continued from Page 720)

description of these lamps or their method of use, as the makers are only too pleased to supply this, and the manipulation of u.v. lamps is a branch of technology and applied science in itself, forming the subject matter of several books and articles in scientific journals which should be carefully studied for further information. There are several first class firms in this country supplying these lamps and full instructions for working them.

Soap samples were tested containing either 2.0 per cent sodium sulphite, 3.0 per cent borax, 3.3 per cent sodium thiosulphate, or 2.5 per cent sodium benzoate. The results may be summarized as follows:

1. Sulphite Soaps.—The color was beautifully white, and remained practically unaffected after 25 hours u.v. radiation; and its odor did not indicate any rancidity; but it was unfortunately very sensitive to copper, and one or two drops of copper acetate solution quickly changed its color;

2. Borax Soap.—This had a nice white color, and did not show any sign of rancidity after five or six hours' exposure to the u.v. lamp, and only a very slight darkening of color on the exposed side. Also it was not sensitive to copper;

3. Thiosulphate Soap.—This soap, in a fresh state, had a rather dirty grayish-green color which, however, in a few days nearly or wholly disappeared. Where it comes in contact with brass or copper it shows black specks, doubtless due to formation of copper sulphide. Six hours' exposure to u.v. light only produced very slight change in color;

4. Benzoate Soap.—The stability of this soap is equal to that of borax or thiosulphate soap.

^{*(}German Patent 511,240, Nov. 3, 1929. Ludwig Konstandt,

Soap Materials Market

Vegetable Oils

There is a steadier feeling in the coconut oil market. This is due, in part, to a better buying interest on the part of consumers here, but mostly because of the stronger and higher copra market in the Philippines. Arrivals of copra at mills in the Philippines recently, have been very light. Crude coconut oil is quoted today at 3%c to 3%c lb. sellers' tanks New York for February-June shipments. Acidulated coconut oil soap stock, basis 98 per cent saponifiable is quite scarce. Production of this material of late has been comparatively small while there has been a good demand from soap makers.

Offerings of crude cotton oil in the South East and Valley are not heavy. Buyers' and sellers' views as to price are fractionally apart and therefore trading has been limited. Crude corn oil is holding steady at 3%c lb. tanks, f.o.b. Midwest mills. Domestic soya bean oil is quoted slightly lower for nearby, but March forward shipments are quoted at 3c to 3½c lb. sellers' tanks Midwest mills.

Commercial denatured olive oil and sulphur olive oil foots experienced fractional advances since our last review. Commercial oil for nearby delivery here was in good demand, but stocks were small with the result that spot oil sold as high as 78c per gallon. This situation has been somewhat relieved by arrivals from abroad. Spot oil is now quoted at 70c per gallon and carlots for February-June from abroad at 62c to 65c per gallon New York. Olive foots also became firmer and are quoted today, carlots in barrels for February-June from abroad at 4%c lb. New York. Palm oils remain quiet and unchanged with just a general routine business passing.

A. H. HORNER.

Tallow

In company with almost all other commodities, tallow and allied by-products assumed a firm tone toward the close of last week. During the preceding fortnight the market was a quiet, dragging affair. Buyers are keeping a close eye on the market trend, realizing that with the present low selling prices of tallow and grease it would not require much to cause a sudden upward revision of prices.

The demand for better grades of tallow has been steady, with larger consumers endeavoring to purchase supplies two months or more in advance. Greases until this week have been neglected, but with the firmer feeling which has developed, buying interest is appearing. Best quality house grease is holding at 2½c per pound loose; fancy tallow 3¾c to 4c per pound.

The Middle Western market shows an improved demand, with an advance in price of one-quarter cent per pound.

E. H. FREY.

Price of Soap Materials

Tallow and Grease

Tallow, N. Y. C. extra\$0.02 % @

Edible	ф	.03 %			
Fancy		.04 1/4			
Grease, white		.02 1/2			
House		.02 1/4			
Yellow		.02			
Lard		.05		.0634	
Fatty Aci			G.	100/4	
Coconut Oil, 98% Saponifiable,	tanks	.05 1/2			
Corn Oil, 95% T.F.A., tanks.		.03 34			
Red Oil, distilled, tanks		.05 34			
Saponified		.06			
Stearic Acid, single pressed			(a)		
Double pressed		.07 1/2			
Triple pressed		.101/4	a		
Soap Making	Oils				
Castor No. 1, tanks		.09 1/2	@		
No. 3, tanks		.09			
Coconut, Ceylon Grade, tanks.		.03 1/4			
Cochin grade, tanks		.03 1/2	a		
Cochin grade, tanks Manila grade, tanks		.03 3/4	(a)		
Corn, crude, Midwest mill, tank	(S	.03 %			
Cotton, crude, Southeast, tank	S	.06	(a)	.06 1/4	
Refined		$.06\frac{3}{4}$	@		
Foots, 50% T.F.A		.01		.01 1/8	
Refined Foots, 50% T.F.A. Lard, common No. 1, barrels.	*****	$.07\frac{1}{4}$	(a)		
Olive, denatured, max. 5%	F.F.A.		_		
drums, gal		.75		* .	
Foots, prime, green, barrels		.04 3/4			
Palm, Lagos, max. 20% F.F.A.,		.04			
Niger, casks	******	.03 1/4			
Pagnut and barrels		.05 1/2			
Peanut, crude, barrels		.07		10	
Refined, barrels	Midwoot	.08 3/4	a	.12	
mill tanks	aidwest	.03 34	0		
mill, tanks		.06 34			
Whale Crude No. 1 Coast tax	nke				
Whale, Crude No. 1, Coast, tar	nks	.04	@	61	
Whale, Crude No. 1, Coast, tar Refined, barrels	nks	.04		.61	
Whale, Crude No. 1, Coast, tar Refined, barrels	e	.04	@	.61	
Whale, Crude No. 1, Coast, tar Refined, barrels	e	.04	@	.61	
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Whale, Crude No. 1, Coast, tar Refined, barrels	e	.04 .53 .11 ¼ .09 .05 ½		.11¾ .09½ .06	
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Whale, Crude No. 1, Coast, tar Refined, barrels Glycerin Chemically pure, drums extra Dynamite, drums included Saponification, drums Soap lye Rosin Barrels of 280 B. \$3.25 D. 3.35 E. 3.55 F. 3.80 G. 3.85 H. 3.90 I. 3.95 Chemica Acid, muriatic, 18°, 100 pounds Sulphuric, 60°, ton 66°, ton Borax, crystals, carlots, ton. Cyclohexanol (Hexalin) Naphtha, cleaners' tankcars Potassium, carbonate, 80@85% Hydroxide (Caustic potash) 92%	pounds K M W.G W.G Wood Is	.04 .53 .11 ¼ .09 .05 ½ .04 % 	8 8888 8888 898 898 898 898 898 898	.11¾ .09½ .06 .05	
Whale, Crude No. 1, Coast, tar Refined, barrels Glycerin Chemically pure, drums extra Dynamite, drums included Saponification, drums Soap lye Rosin Barrels of 280 B. \$3.25 D. 3.35 E. 3.55 F. 3.80 G. 3.85 H. 3.90 I. 3.95 Chemica Acid, muriatic, 18°, 100 pounds Sulphuric, 60°, ton 66°, ton Borax, crystals, carlots, ton. Cyclohexanol (Hexalin) Naphtha, cleaners' tankcars Potassium, carbonate, 80@85% Hydroxide (Caustic potash) 92%	pounds K M W.G W.G Wood Is	.04 .53 .11 ¼ .09 .05 ½ .04 %	8 8888 8888 898 898 898 898 898 898	.11¾ .09½ .06 .05	
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Whale, Crude No. 1, Coast, tar Refined, barrels Glycerin Chemically pure, drums extra Dynamite, drums included Saponification, drums Soap lye Rosin Barrels of 280 B. \$3.25 D. 3.35 E. 3.55 F. 3.80 G. 3.85 H. 3.90 I. 3.95 Chemica Acid, muriatic, 18°, 100 pounds Sulphuric, 60°, ton 66°, ton Borax, crystals, carlots, ton. Cyclohexanol (Hexalin) Naphtha, cleaners' tankcars Potassium, carbonate, 80@85% Hydroxide (Caustic potash) 92% Salt, works, ton Sodium carbonate, (Soda ash) light, 100 pounds Hydroxide (Caustic Soda) solid, 100 pounds Silicate 40°, drums, works, pounds	pounds K M N W.G W.W X Wood Is 11 56 15 15 176% 1100	.04 .53 .11 ¼ .09 .05 ½ .04 % 	999 8 8 99 999999 · · · · · · · · · 9999 99.	.11% .09% .06 .05 .\$4.40 .5.50 .6.20 .6.25 .6.50 .3.70 1.60 .06% 4.00 2.09 3.59	4 4

